

EXISTING ARTWORK

Lots of people already have artwork they have either previously had made or made themselves. However, the quality of this artwork will directly have an affect on some of our services, particularly anything involving digital printing, i.e. transfers, stickers, dye-sublimation, and may need to re-drawn. In other cases, i.e. homemade artwork, the artwork is not in a compatible format for our programs and again may need to be re-drawn.

Ideally, artwork should be provided as a vectorised EPS file, which you can request from the designer who created the artwork if you paid for the design and digitising of it. Adobe Illustrator and vectorised PDF files are occasionally compatible with our programs.

Please note that using an online converter to change a IMG, JPG or PNG into a vectorised file does not work!

EPS - encapsulated postscript file

EPS files are the typical format for logos and illustrations as they can be scaled without losing quality and supports transparency.

RASTER - made up of lots of little dots (pixels)

VECTOR - made up of fancy math equations

RESOLUTION – DPI dots per inch

High res. – 300 dpi

Medium res. – 150 – 250 dpi

Low res. – 75 – 100 dpi