

File Format Guidelines

All artwork and copy files must be supplied to the following specifications.

artworkDM is an Apple Macintosh studio. Windows files are only acceptable if they follow the guidelines below.

Logos

We accept logos in the following file formats:

- 1) .ai, .eps/vector
- 2) .ai or .eps vector file saved as editable .pdf
- 3) .psd, .tif, .eps or .jpg/bitmap

Please ensure that:

- bitmap files are high resolution CMYK or specified spot colours (minimum 300dpi at printed size)
- bitmap images are embedded in the vector file or supplied as a linked file, and
- fonts are converted to outlines or are supplied with the logo file.

Signatures

We accept signatures in the following file formats:

- 1) a sample signature in black or blue ink on white paper for us to scan
- 2) .ai or .eps/vector
- 3) .ai or .eps vector file saved as editable .pdf
- 4) .psd, .tif, .eps or .jpg – 600dpi scan at actual size

PLEASE NOTE

A signature saved in Microsoft Word, Powerpoint, or other layout programs is not acceptable.

Images

We accept images in the following file formats:

- 1) .psd, .tif or .eps
- 2) .jpg

Please ensure that

- images are a minimum 300dpi at printed size
- images containing type are 600dpi at printed size, and
- images are CMYK or specified spot colours (eg. duotones).

PLEASE NOTE

If you are supplying an image in .jpg format, ensure that your *Image Option* is set to Level 12 (maximum), and your *Format Option* is set to *Baseline/Standard*.

Files supplied as RGB may require Photoshop colour correction and will incur costs.

Documents

We accept documents in the following file formats:

- 1) InDesign (.indd)
- 2) Illustrator (.ai) or Photoshop (.psd)

PLEASE NOTE

Files supplied in Quark XPress will require conversion to InDesign and will incur costs.
Also, Microsoft Publisher files are not acceptable.

Copy and Graph Data

We accept copy as a Microsoft Word document (.doc) and graph data as an Excel file (.xls).

Fonts

All corporate typefaces must be supplied as:

- 1) PostScript Type 1, or
- 2) Open Type fonts.

Supplying your files to artworkDM

To provide us with your files, simply:

- 1) post them on CD or DVD to
artworkDM
Level 2, 517 Flinders Lane
Melbourne, 3000
- 2) send them via email to artwork@artworkdm.com.au

PLEASE NOTE

You are required to save all your files into a single archive for emailing – .zip or .sit are acceptable.
artworkDM can accept emails up to 50MB