

ARTWORK SPECIFICATIONS

WHAT TYPE OF ARTWORK IS ACCEPTABLE?

Vector Artwork In general, vector-based artwork allows us to achieve the best results, as the artwork can be scaled to any size without any loss of quality. Examples of common vector artwork file types include Adobe Illustrator (.ai), Encapsulated Postscript (.eps) and Portable Document Format (.pdf). When providing artwork it would be best to send those file types first if possible.

Non-Vector (Raster) Artwork If vector artwork is not available or for some reason inapplicable (ie. for photograph-based, raster imagery, etc.), we require images to have a minimum resolution of 100dpi at print size for best results. We would also prefer to work with native files (for example, layered Photoshop files) rather than flattened or compressed files such as jpeg.

WHAT IS VECTOR?

With vector artwork, the graphics are based on mathematical relationships between points, which allows the image to be scaled to any size without any loss of quality. Vector artwork is typically created with an illustration program (such as Adobe Illustrator), and is the preferred format for logo creation because of its crisp lines and scalability.

WHAT IS RASTER?

Raster artwork is made up of tiny square dots called pixels. Each pixel can be a different colour, allowing for rich, full-colour photographic images. Raster artwork files are typically digital photographs or created with photo-editing software (such as Photoshop). In general, raster artwork cannot be increased in size without losing quality.

HOW DO I KNOW IF MY ARTWORK IS CORRECT?

All jobs go through our art department at which time resolution, size, etc. are all pre-flighted. If your files are not going to provide satisfactory results, you will be contacted by one of our customer service reps with details of the concerns. At that point you can re-submit new files or have our team make the adjustments (though additional charges may apply). For a cost, we are also able to clean up and/or convert poor quality logos into high quality, vector versions.

COLOUR MATCHING

If your artwork requires colour matching, please provide the specific Pantone numbers for us to match. Because of the sublimation process, matching Pantone colours is a little different than typical printing. Proprietary methods of colour matching have been developed by Eco-Print to ensure an accurate reproduction of special colours.

SPOT COLOURS

You may use spot colours in your artwork, but be aware that these spot colours will eventually be converted and printed in process CMYK (Cyan, Magenta, Yellow, Black). Our process does not allow us to print with actual spot colour ink. Regular process inks are used, but because dye sublimation differs from typical printing we can achieve a much wider range of colours with those process inks.

In many cases we can achieve more accurate spot colour reproduction than typical process printing can.