ARTWORK GUIDELINES

LEMON SIGNS
www.lemonsigns.com

SUPPLYING ARTWORK:

Artwork can be supplied via email (10mb file size limit per email). If files are larger , then we recommend a third party upload site such as www.wetransfer.com (this service is free). Artwork can also be supplied on a CD, DVD or Flash Drive.

WHAT WE NEED:

A print ready artwork file, unless arranged otherwise - will consist of all images embeded, fonts converted to outlines and Pantone Coated colour refrences where apropriate - otherwise colours should be set as CMYK values. If it's not possible to embed images and convert fonts to outlines then these must be supplied along with the artwork.

If artwork contains Pantone refrences, we will print to the closest possible match.
We cannot match to Metallic or Fluorescent colours. If no Pantone refrences are supplied or a colour sample isn't provided, we will print from your artwork and can not be held responsible for inaccurate colour reproduction.

If you are unable to provide Print Ready Artwork we can prepare it for you. Please be advised, that an additional fee may occur on this occasion.

WHAT'S THE BEST SOFTWARE TO PREPARE YOUR ARTWORK WITH?

We recommend Corel Draw or Adobe Illustrator - we accept files saved as vector based .pdf, .eps, .ai, .cdr. We can also work with high resolution raster files - such as .jpg, .bmp, png. These, however, might not be suitable for all projects and need to be provided at 1:1 scale.

We can also work with your photoshop files if the quality of artwork suits the project it's being used for.

Generally artwork prepared in Microsoft Word or Publisher can be only used as a guidline for us to re-create your artwork.

Ai		PDF Adobe	Ps
Adobe Illustrator	Corel Draw	Standard PDF	Adobe Photoshop

ARTWORK GUIDELINES

RASTERS AND VECTORS DEFINED

A raster image consists of pixels, each a different color, arranged to display an image. A vector image is made up of paths, each with a mathematical formula (vector) that describes the path: where it's placed, how it is shaped and what color it is bordered with or filled by.
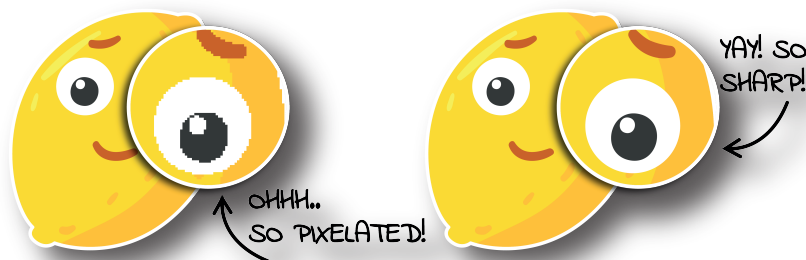
The major difference is that <u>raster image pixels do not retain their appearance as size increases</u> – when you scale a photo up, it becomes blurry/pixelated. <u>Vector images retain their appearance regardless the size</u>, since the mathematical formulas dictates how the image is rendered.

Pros and cons of rasters and vectors:

-Raster images are capable of displaying a myriad of colors in a single image and allow for colour editing. They can display finer nuances in light and shading at the right resolution.

- Vector images are scalable, so that the same image can be designed once and resized infinitely for any size application – from business card to billboard.

- Raster images cannot be made larger without loosing the quality.

- Vector images cannot display the natural qualities of photographs.

- Raster images are often large files, while vector images are relatively lightweight.

- Raster images are used in web but not so much in print.

- Vectors display at the highest resolution allowed by the output device, while rasters blur when scaled up.

When should I use a raster or a vector?

Raster images are primarily used with photos, which is why Photoshop is a raster editing program. Adobe Illustrator, on the other hand, is a vector drawing program that automatically creates your vector formulas as you draw. Logos, letterhead, and other graphic elements are typically best created as vectors while photographs are best left as rasters.

OHHH.. SO PIXELATED!

YAY! SO SHARP!

RASTER VS VECTOR

EG. JPEG, PNG, GIF, BMP

EG: EPS, AI, SVG