Flagworld
Carroll&Richardson

Artwork Guidelines

How to prepare and supply your flag or banner artwork.

Not sure which file to send? Follow the three steps below. Artwork that doesn't meet these guidelines may be subject to amendment charges, so a quick check now saves time and cost later.

1 What type of artwork do you have?

IT'S A PHOTO TAKEN WITH A CAMERA

Raster format

Made of pixels

Use the original file straight from the camera at the highest resolution. Resizing or re-saving a photo lowers quality. Unsure? Send it to us and we'll check.

ACCEPTED FILE TYPES

JPEG | TIF | PNG | PSD | BMP | GIF

IT'S A LOGO, GRAPHIC OR DESIGN

Vector format

Made of shapes & lines

Vector artwork stays sharp at any size and lets us adjust it for our printers. Made in Adobe Illustrator or InDesign. Zoom in: crisp edges mean vector.

ACCEPTED FILE TYPES

AI (CS6 or earlier) | EPS | PDF

THE GOLDEN RULE Only camera photos can be raster. Everything else must be vector.

2 Check your file before sending

Size

Supply at actual size or 50% scale, in the correct proportions, with no extra bleed.

Colour

Use CMYK mode and solid coated PMS (Pantone) colours at 100%, not tints. Colours can vary between materials. We can help you choose.

Fonts

Convert text to outlines/curves. Or supply the font files, and tell us the font name if we're recreating your design.

Print marks

Please don't add crop marks, registration marks or colour bars. We don't need them.

Linked files

Embed all linked images in your document, or send them separately.

Large files

Too big to email? Upload it to a file-sharing site and send us the link.

3 Two common problems to avoid

Logo saved as a JPEG or PNG?

Vector artwork saved as a JPEG, TIF or PNG can't be converted back. Ask your designer for the original **.AI, .EPS or vector PDF**, or we can **recreate it in vector form**. Contact your Account Manager for redraw charges.

Using AI-generated imagery?

AI-generated images are generally not high enough resolution for large-format printing, so they will need to be **recreated**. Associated fees apply. Please speak to your Account Manager first.

Questions? Talk to your Account Manager.

22-24 Miles St, Mulgrave 3170 | Ph: 03 9566 4500

flagworld.com.au