

Suitable Formats for images or logos	
Programme	Preferred Format
Adobe Illustrator CS3	ai, eps
Adobe Photoshop CS3	tiff, eps, jpeg*
Adobe InDesign CS3	indd - v.4.0.1
QuarkXpress	qxd - v.5 – v7
Adobe Acrobat	PDF**

Formats NOT Suitable for images or logos	
Programme	Format
Word	doc, txt
PowerPoint	ppt
Website	gif

Vectors

Text @ 100%



Outlined text

Vector Artwork

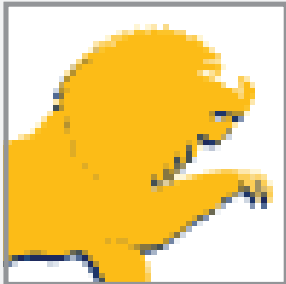
Artwork which is going to be produced in vinyl, for example; solid company logo's or text, must be supplied in a **vector format (ai or vector eps)**. Artwork created in a pixel format i.e. TIFF and JPEG is not suitable.

Fonts

Supply all relevant fonts and scans used. Please outline any text if it is not possible to supply the typeface.

Images

Please supply high resolution images or photographs, pdf and hard copy colour proofs with your artwork.



gif
@ 400%



ai / eps vector
@ 400%

Image Quality

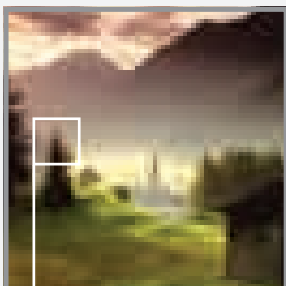
For the best quality, artwork should be created in **vector format (ai or vector eps)**. Logos taken from websites are generally gif's. **Gif files are not acceptable as they will not print clearly,** See Visual.

Artwork should be created at actual size, however for larger files i.e. Banner artwork, 10% or 25% of actual size is acceptable. Scans should be no smaller than 300dpi at quarter size.

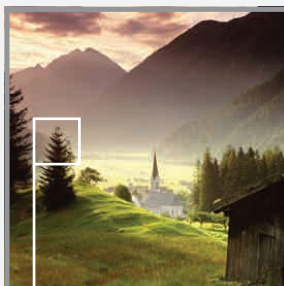
Microsoft Word and Excel are for text only, logos and images inserted will not be high enough quality for large format printing. Powerpoint files are also not recommended as images are often very low resolution.

***JPEG** - We accept this format but only if used to compress a file for ease of sending, the original artwork should have been created high resolution - **300dpi** (see visual) or vector eps to print at the best possible quality.

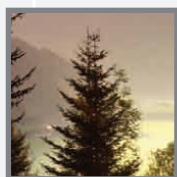
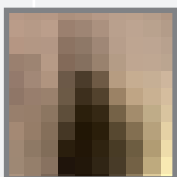
****PDF** – These are print files only and can not be altered to fit different sizes, artwork must be set up at the correct proportion and at print ready quality. Make sure images are saved at high resolution (300dpi).



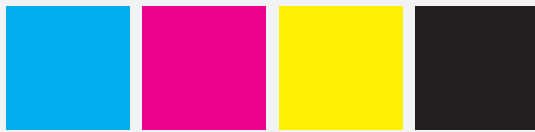
Low Resolution
(72dpi) jpeg 88 Kb



High Resolution
(300dpi) jpeg 3.52 Mb



No responsibility will be taken for the accuracy of any artwork recreated due to poor quality



C **M** **Y** **K**



PANTONE 165 EC PANTONE 249 EC PANTONE 384 EC PANTONE 662 EC

Colour Set Up

If your artwork is set up using PANTONE Colours please supply a Pantone colour reference. Some colours are more likely to be achieved, however due to printer limitations Pantone colours are matched to their best possible interpretation for the specific output device. Hard copies such as brochures or print outs can also be used as a reference for colour matching. All essential colour matches need to be specifically noted in the file and by e-mail.

Colour accuracy can not be guaranteed from CMYK or RGB files.

Do not set colours to 'Overprint'.

FTP site details

If you wish to send artwork via our FTP site please use the following details.

Connecting through the web:

Server : *www.melvilleftp.co.uk*
Username : *melvilleftp*
Password : *melvilleion*

Connecting via FTP software:

Server : *www.melvilleftp.co.uk*
Username: *melvilleftp@melvilleftp.co.uk*
Password : *melvilleion*

All files uploaded must be clearly marked with the show and Project Manager's name

Contact Details - Graphics

Coventry

<i>Tel:</i>	<i>Fax:</i>	<i>Address:</i>
02476 380057	0121 780 4666	Silverstone Drive, Gallagher Business Park, Coventry CV6 6PA

London

<i>Tel:</i>	<i>Fax:</i>	<i>Address:</i>
0870 442 1525	0870 442 1526	Unit 4, Mitre Bridge Industrial Estate, Mitre Way, London W10 6AU

Scotland

<i>Tel:</i>	<i>Fax:</i>	<i>Address:</i>
0141 332 9012	0141 332 9027	Melville Graphics Scotland, 36 Corn Street, Glasgow G4 9LB