



Print request information

Whether we are creating graphic artwork for you or you are providing print ready artwork, we usually need a selection of elements in the following formats:

When we create:

Logos:

Your logos need to be supplied as Vector files. Outlined AI, EPS or PDF files.

Images:

The scale of event and display work we do for you means that any image files your purchase or supply to us need to be high resolution.

Pixilated images don't look good and will weaken the first impression of your brand. So, large scale 300dpi images are required.

Brand Guidelines:

Knowing the simple things, like your brand colours, the rules around the presentation of your logo and how to apply your brand language, are really important.

If you have a set of brand guidelines we need to see them.

When you create:

Print ready artwork:

High res 300dpi PDFs.
Generally allow 50mm bleed.
Show crop marks.
If over A1 in size, prepare at 10% scale.

All artwork files to be accompanied with a low res PDF or JPEG with LOWRES added to the same filename.

Vinyl or router cutting files:

Outlined EPS or AI files.
All corners joined.
If over A1 in size, prepare at 10% scale.

All artwork files to be accompanied with a low res PDF or JPEG with LOWRES added to the same filename.

Queries?

To discuss specific requirements call
09 377 4070

www.theeventworks.co.nz