HOW TO SUPPLY YOUR LOGOS

This document shows the simple differences between flattened logo files vs vectored logo files.
Please zoom in to the logo examples to view the difference in quality.

DESIGNER TIP
Don’t save an already flattened logo file as a vectored file (it will still be flattened) only an original vector design file will be vectored

If unsure, your designer should have vector files available for you.

(Flattened)
JPEG / TIFF / PSD / PNG

(Vector)
PDF / Ai / EPS / SVG
(Ai - Adobe Illustrator)

	JPEG / TIFF / PSD / PNG	PDF / Ai / EPS / SVG (Ai - Adobe Illustrator)
A vector logo is the perfect file format for our industry for all the below reasons	Not vectored ✗	Vectored ✓
No matter what size we make your logo, it won’t lose any quality	Not scalable ✗	Scalable ✓
This allows us to move or edit your logo if needed	No outlines / edges / shapes ✗	Outlines / edges / shapes ✓
This allows our vinyl plotters to cut out your logo to shape	Not compatible with cut software ✗	Compatible with cut software ✓
Colour Refs such as PANTONE or C.M.Y.K are saved within the file	No embedded colour information ✗	Embedded colour information ✓
We can change or add wording to your logo (please send us the fonts used)	No embedded live fonts ✗	Embedded live fonts ✓
Logo edges appear fuzzy and pixelated losing overall quality of your logo	Pixelation / fuzzy edges ✓	No pixelation / fuzzy edges ✗

PLEASE NOTE: ai software (artificial intelligence) such as chatgpt create logos in a flattened JPEG format and can’t be used without redrawing from scratch

HOW TO SUPPLY YOUR PHOTOS

This document shows the simple differences between low and high quality resolution photos.
Please zoom in to the photo examples to view the difference in quality.

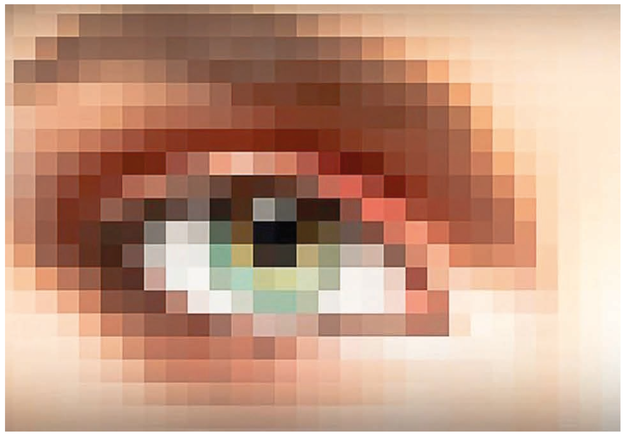
Printing: 300 DPI is the industry standard for high-quality, sharp prints (Signage, banners, posters and photo books etc).

Low DPI: Under 150 DPI often leads to pixelated or blurry, low-quality prints.

If unsure, send us what you have and we can check this for you.

DPI (dots per inch)

VERY LOW LOW HIGH



How your photo will look based on resolution / DPI	LOW RESOLUTION 72 DPI	HIGH RESOLUTION 300DPI
	Poor - Blurry - Pixelated ✗	Clear - Sharp - High Res ✓
Image size based on resolution	Small (not suitable for signage) ✗	Large (Suitable for signage) ✓
Colour accuracy is very important to ensure natural colours are correct	Limited Colour Range ✗	Wide Colour Range / Accuracy ✓
Your photo's overall suitability for printing	Bad (not suitable for printing) ✗	Good (suitable for printing) ✓
What can your photos be used for?	For Websites / Social Media ✓	Large Scale Printing ✓
Where to source? For the best images use a photo stock library online	Social Media / Google Images ✗	Shutterstock / Adobestock ✓

PLEASE NOTE: Low resolution photos can't be upscaled to high quailty resolution, the original high res photo will be required for printing at large scale.