

Design Guidelines

These guidelines are designed to assist our print customers to achieve the best finish possible for their printing and signage projects, and avoid unexpected results.

If you have any questions relating to a print/sign project, please call our design staff who will be able to assist you.

At Safe Signs, we work predominantly with files created on the windows platform, we are however, able to accept Macintosh files when necessary.

TEMPLATES

Design templates may be supplied for any of our finished display products.

If you require a file, please call our design staff, or email your request to design@safesignshop.com.

Design templates are recommended, especially for PMS specific print jobs.

PHOTO IMAGES FOR LARGE FORMAT PRINTING

PDF, EPS, TIFF, JPEG, BMP, PSD.

Whenever possible, all pixel based images should be saved in one of the above formats.

In order to achieve the highest quality print for you, artwork needs to be supplied with adequate resolution, and resolution is affected by size.

Ideally, images should be supplied at 100% finished size, with a resolution of at least 300dpi.

Where very large finished file sizes are concerned, this may not always be possible, in which case a practical compromise in resolution should be made, at your discretion.

Here is a minimum size guideline:-

100dpi@100% - 200dpi@50% - 400dpi@25% - 500dpi@20%

Artwork taken from the internet is more than likely saved at 72dpi, and rarely prints well, we do not recommend its use.

VECTOR ART FOR PRINTING

EPS, AI, CDR, PDF

Where possible for logo work, and/or text, vectorised images should be supplied, as final image quality is superior to that of a pixel-based equivalent.

Vector Art files are scaleable, and should be saved at 100% final output size.

Any PMS/corporate colour matching specifications should also be supplied.

All fonts should be converted to curves/outlines.

PHOTOS/IMAGES FOR VINYL-CUT APPLICATION

TIFF, JPEG, EPS, BMP, PSD, PDF

When supplying artwork for vinyl cutting, the vector format is preferred. Files supplied as pixel-based images will need to be transformed into a useable format.

If you are unsure of the suitability of your artwork, please contact our design department.

VECTOR ART FOR VINYL-CUT APPLICATION

EPS, AI, CDR, PDF

Where possible, for vinyl cutting vectorised images should be supplied.

Vector Art files should be saved at 100% final output size.

Any PMS/corporate colour matching specifications should also be supplied.

All fonts should be converted to curves/outlines.

COLOUR VARIATIONS

Our printing products may have colour variations from what you see on screen, to what the final product looks like, and previous orders. This is the nature of large format digital printing. The colour scale below demonstrates the colour variation that occurs between the on screen display (top) and the CMYK print (bottom).



Use a Print Template to specify PMS colours. (see above)

Programs such as Adobe Photoshop and Adobe Illustrator can convert all colours to CMYK. Programs such as Microsoft Word can not, so you must manually select colours which are not at risk.

SAFE SIGNS DESIGNS

Artwork designed by Safe Signs International remains the property of Safe Signs, until paid for. After payment is received, the artwork is owned by the client and we can supply a copy. Any future orders of the same product will not incur art work fees.

ACCEPTING PROOFS

When approving artwork proofs from us, the client is held fully responsible for accepting all content.

This includes design, spelling, grammar and numbers. It is the clients responsibility to request another copy if the proof is incorrect. We will print exactly what is accepted in the final proof, and will not reprint proofed artwork at our expense.

It is also the customers responsibility to ensure that any artwork supplied does not breach copyright laws.

TURNAROUND

The current average turnaround for digital printing is 5 working days.

Safe Signs cannot accept responsibility for loss, or damages due to printing being delivered after this time.

DELIVERY

Safe Signs will not be held liable for printing products that are lost, damaged or delayed when delivered by post or courier.

REQUEST A DESIGN
TEMPLATE IF NECESSARY
design@safesignshop.com
07 5522 1618

RGB COLOURS DISPLAYED
ON SCREEN WILL ALWAYS
APPEAR DIFFERENTLY WHEN OUT
PUT IN CMYK.

SUPPLY PMS REFERENCES
FOR COLOUR MATCHING
WHERE NECESSARY, DO NOT
RELY ON CMYK CONVERSIONS
MADE IN YOUR SOFTWARE.

CONVERT TEXT TO OUTLINES

SUPPLY QUALITY IMAGES

*Additional Artwork Fees
charged at \$45/hr

Safe Signs will not be held responsible
for unexpected print results,
where these are related to quality or
type of artwork supplied by, and
approved at proof, by our customers.

FILES UNDER 10MB,
MAY BE EMAILED TO:
design@safesignshop.com

or

sales@safesignshop.com

or

to an individual staff member.

ALL OTHER FILES TO BE SUPPLIED
ON DISK TO SAFE SIGNS INTERNATIONAL.

* For some promotions a limited
amount of artwork time will be
assumed by our design staff, this will
be specified at the time of the
promotion, and additional
artwork requirements will be
negotiated with the client where
necessary, at the standard rate.