



## Artwork Guidelines

<b>Preferred file formats</b>	
Adobe Illustrator EPS or AI file	For all logos or vectorised artwork
JPEG file	High resolution @300dpi for photos and artwork
PDF file	High resolution @300dpi Saved to PDF/X-1a:2001 with no bleed or crop marks All fonts embedded or outlined All images high res CMYK colour space, not RGB Spot colours converted to process
<b>Colours</b>	
All colours defined as CMYK	
For specific colour matching, please detail PANTONE reference	
Gradients must not fade to transparent but to a colour for printing on clear materials	
<b>Proofs</b>	
Provide a layout visual to show placement of finished artwork required	
<b>Copyrighted material</b>	
You are responsible for copyright permissions of all artwork and imagery provided to Thinking Space for printing	
<b>Sizes</b>	
For large format printing, artwork can be provided at 25% of the final size, but please bring this to our attention	