

Applications	Preferred File Format
Adobe Acrobat	PDF*

*PDF - These are print files only and can not be altered to fit different sizes, artwork must be setup at the correct proportion and at Print Ready Quality. Make sure images are saved at High Resolution (300dpi).

Applications	Other File Format
Adobe Illustrator CC	ai, eps
Adobe Photoshop CC	psd, tiff, eps, jpeg**
Adobe InDesign CC	indd

When supplying artwork to us setup in 'InDesign' please ensure all fonts and images are collected and included in the file. Artwork setup in 'Adobe Illustrator' ensure all fonts are vectored/outlined, also include with all files a low res PDF of the final artwork, this way there will be a quicker and faster turnaround of the end result.

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

IMAGE RESOLUTION (dpi)

To get the best results before going to print, images should be set up to the following spec:

- 1/4 size @ 250-300dpi
- 1/2 size @ 150-200dpi
- Full Size @ 52-72dpi

COLOUR SETUP

Where solid colours are used, for example corporate logos or text please supply relevant Pantone colour references for colour matching.

Digital Photo/Flattened Images should be converted to CMYK. All Blacks should be setup as C60/M40/Y40/K100

Always supply a hard copy to ensure the end product is as you require it.

SENDING ARTWORK

- Email: mark@pertonsigns.co.uk
If you are sending your file via email please archive the file with a popular compression program such as Winzip or Stuffit
So that we can manage the uploaded artwork, please include in the email subject line 'MCM', the booth number and company name.

OR

- Web: <http://pertonsigns.ftpstream.com> (no username or password)
Please make sure your firewall is set to accept "active connection back to network" Any issues, refresh the page.
Ensure company name is included in file name.
So that we can manage the uploaded artwork, please send a supporting email with 'MCM' in subject line providing company name, booth number and artwork file name to mark@pertonsigns.co.uk