



## ARTWORK CHECKLIST:

Artwork may be supplied to FLEETMARK as either: **1.** press ready (we have to do nothing but print the job) or **2.** in elements (we are commissioned to do the creative for you). In either case please ensure that:

- 1.** All fonts have been converted to curves-outlines.  
Fonts may be supplied with the job but can only be MAC fonts, not PC.
- 2.** File format colours are CMYK + spot colour white. Do not use RGB.
- 3.** Pantone colours used are COATED only.
- 4.** All bitmap images should be TIFFS, EPS or PSD (not JPEG or GIF) and be at least 300dpi at 10%.
- 5.** All bitmap images should be embedded ideally or supplied with the final artwork as a link.
- 6.** Use Binary Encoding.
- 7.** Artwork must include crop marks and 25mm bleed (at 100%).
- 8.** A colour proof of the job is required. This can be either a hard copy printout or low res PDF.
- 9.** Please state finished size of the job either on the proof or in the file name.

## ARTWORK FILE TYPES:

There are four types of computer generated graphic files.

**Vector image:** A vector image is a series of points mapped out to create objects. A vector file is not limited to 'resolution' unless it is made up using bitmap files that are placed or embedded. A vector file is necessary in the creation of Vinyl cut signs so the Plotter (Vinyl Cutter) knows where to make the cuts on the vinyl.

**Bitmap image:** A bitmap is a pixel based image. All photographic images are bitmaps, and their resolution depends on the number of pixels that the image is made up of. These are measured in either Dots Per Inch (DPI) or Pixels Per Inch (PPI). The scale to which we can enlarge a bitmap image is restricted by the resolution. The more pixels there are per inch the bigger we can enlarge the file before the pixels become obvious - High Resolution.

**Editable Page Layout File:** These files are ideal for multiple page applications unsuitable for large format digital printing. All fonts and bitmap images used need to be outlined and embedded or supplied as links. We cannot print directly from these files and they need to be re saved in a suitable format. This can cause discrepancies between the supplied file and the final printed product.

**Portable Document File (PDF)** A PDF is a file usually generated once editable artwork has been signed off and needs to be sent in a portable format. PDF's must be saved as either High Quality Print or Press Quality and have all fonts outlined and images embedded.

## PREFERRED FILE FORMATS:

- .AI Adobe Illustrator
  - .EPS Encapsulated Postscript.
  - .TIF Tagged Image File Format.
  - .PSD Photoshop Document.
  - .PDF Portable Document Format. Print or Press quality.
- PLEASE do not save images as GIF or JPEG they can be used but they are usually very Low Resolution.
- .IND InDesign. We can work with indesign files but this increases the chance of error. (Not preferred)

## FILE TRANSFER:

All files can be sent via: USB Sticks, DVD, CD ROM, or via e-mail at [design@fleetmark.com.au](mailto:design@fleetmark.com.au). Files larger than 10mb should not be sent via email. We can download files from your FTP site (please supply us with your login details and advise us when it's ready to retrieve) or from 'You Send It'. You can also upload your files to our FTP site:

**Hostname:** ftp.fleetmark.com.au

**Username:** fleetmark

**Password:** fm1234