



A URORA FLA GS & BA NNERS

# Artwork Specs

Due to the large scale nature of our printing most of our files are required in vector format. Even if you have a large jpg of your logo, it's necessary to have a vector that can be scaled to any size. If it's not a vector, scaling it larger will result in a pixelated image and an overall decrease in quality. Vector images can easily be scaled from the size of a penny to the size of a billboard without ANY loss in quality.

Don't have a vector image? our talented design team can help you out.\* Not sure about the artwork requirements? use the guide below.

## ACCEPTED COLOUR PROFILES



CMYK



Pantone Matching System (PMS)  
Spot color

## WHEN SENDING IMAGES TO A DESIGNER...

**Don't put images in a Word doc**  
It is difficult to extract them and results in lower quality.

**Send logos as vector files**  
Logos usually need to be separated from the background, resized, or otherwise manipulated. Vector images offer the most versatility for these purposes.

**EXPAND YOUR ARTWORK**  
Please ensure all artwork is converted to outlines.

**\*Design or vectorizing of files may be subject to an artwork charge.**

## FILE TYPES

### Files We Accept

**.ai Adobe Illustrator**  
Default file type of Illustrator, a popular vector-based program

**.eps Encapsulated PostScript**  
Vector file which can be opened outside of Illustrator

**.pdf Portable Document Format**  
High Res ADOBE EDITABLE PDF FILES PLEASE!

### Files We DO NOT ACCEPT

**.jpg Joint Photographic Experts Group**  
Raster image format for photographic images (same as .jpeg)

**.gif Graphics Interchange Format**  
Raster image format for solid colors with no gradients

**.png Portable Network Graphics**  
Raster image format, supports transparency



.ai .eps .pdf



.jpg .gif .png