



Artwork Specification Sheet

Platforms

Blueprint's vinyl cutting and printing software operates on IBM (PC) computers running Microsoft windows operating system. We accept artwork created on PC and Mac computers although certain applications and formats are preferred.

Vinyl Cut Artwork

We use an industry standard vinyl design solution called 'Gerber Omega' in conjunction with Adobe Creative Suite to prepare cut-ready artwork. In order to be able to cut vinyl from a supplied design, the file must contain 'Vector' data and be one of the following formats; 'EPS', 'AI', 'DXF', 'PLT', 'PDF' or 'CDR' If you don't have 'vector' artwork available, we can 'vectorise' raster files (images) but there may be a small charge.

Print Ready Artwork

Preferred artwork is Illustrator 'Ai' or 'EPS' files, though we do accept most other formats. 'Tiff', 'Jpg', 'PSD', 'CDR', 'BMP', - You should try to use these formats only when the file contains nothing but raster data. Such as a photograph or non-vector logo. 'Eps', 'Ai' or 'PDF' should be used where text and shapes or a combination of text, shapes and images are to be printed.

Text

For both Vinyl Cut and Print Ready artwork, text should be converted to outlines, unless you can supply the Windows version of the Fonts used in your artwork.

Resolution

Resolution is irrelevant for 'Vector Only' artwork, as this can be scaled to any size without consequence. Raster data, should where possible, be supplied at its original resolution. Do not re-sample small images to make them print bigger! They won't look any better when printed. A good rule of thumb is ¼ print size at 300Dpi. i.e. An image to be printed at 3ft x 2ft should be around 2700x1800 pixels Less than this, and pixilation may become apparent.

Hard Copy

Providing a hard copy would be useful to guarantee we understand your needs.

Email, FTP, File Host Site or CD?

We recommend you send your artwork via email if it's less than 8MB, more than 8Mb files should be uploaded to an FTP Site or File Host Site, alternatively send it on a CD or DVD in the post to:

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