AEH Artwork Guidelines 2022

Additional charges for incorrect supplied artwork
Reconstruction of incorrectly supplied artwork client not able to fix $132.00 per hour.
Reprocess proof with replacement artwork prior to approval $36.00 per 0.25 hour. (Minimum charge)
Graphic design $264.00 per hour.
All prices exclude GST

Preferred File Format
Our preferred file format is a high-resolution PDF with the following specifications:
• The document size should be at 100% of the final trimmed size.
• Trim marks should be on the file.
• 10mm of bleed should be applied to all edges, except for our Wraps and Fabric Banners which require 25mm.
• Fonts should be converted to "outlines", "curves" or "paths".
• All images or photos should be CMYK not RGB, at least 100dpi or greater, or should be vector based.
• All images, photos and transparencies used must be flattened. Please see the following page for details on how to set up the correct specifications to export as a PDF from InDesign or Illustrator.

Sending Your File
• Email (for files up to 8mb)
• Hightail (for files over 8mb)
1. Go to: https://spaces.hightail.com/uplink/aeh
2. Follow the on-screen instructions
3. Send It

Other File Formats
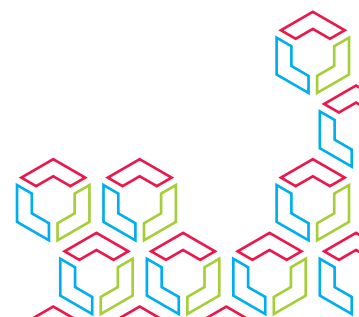We also support InDesign, Illustrator and Photoshop CC versions for Windows, not Macintosh.

InDesign (.indd) A complete packaged document must be supplied with all fonts and links.

Illustrator
(.ai) A file with all colours set up as CMYK or Pantone colours specified, all fonts converted to outlines, and all links must either be supplied or be embedded in the file.

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Photoshop
(.psd) Must be converted to CMYK, DPI (Dots Per Inch) must be at least 100dpi at 100% of the final size. File must be flattened (no layers) and any clipping (contour) paths must be used correctly and not just placed into InDesign with a transparent background.

Fonts
Please convert all fonts to "outlines", "curves" or "paths" before sending to us. The biggest factor in delaying a job is incompatible fonts or font substitution.

Bleed
Please add a minimum of 10mm bleed to all edges of your file and include trim marks. Wraps and Fabric Banners please add a minimum of 25mm bleed to all edges of your file and include trim marks.

Resolution and Size
For best results files should be at 100% of the final trimmed size with all photos and images in that file using 100dpi.
If the file is at 50% of the final size all photos and images in that file must use 200dpi.
If the file is at 25% of the final size all photos and images in that file must use 400dpi.
If the file is at 10% of the final size all photos and images in that file must use 1000dpi.
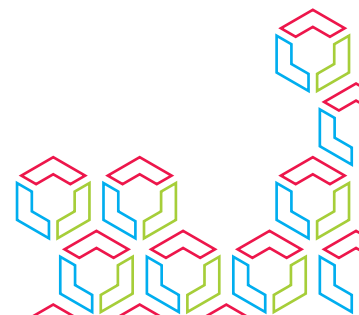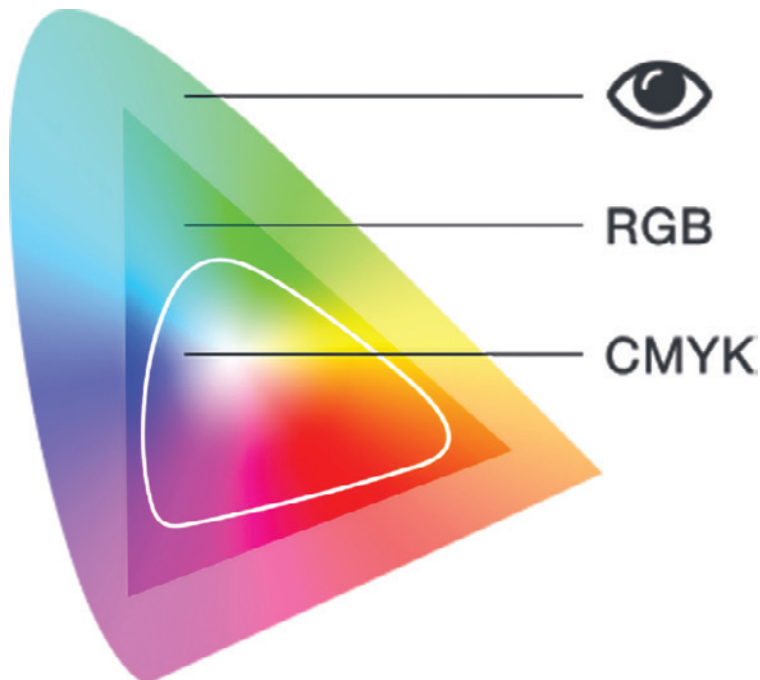
Colour Reproduction
All colours in your file need to be made up of **CMYK or Pantone colours, not RGB**. We will try to match colours in your file as closely as possible, but due to variations in monitors, printing devices, various substrates and types of media. We cannot guarantee an exact match as different substrates and medias accept ink differently.
If a corporate logo colour etc is critical, we suggest requesting a colour sample printed prior to production this can then be approved and signed off on, subject to charges.
Artwork to be supplied with no icc profiles (International Colour Consortium), this will affect the way colour is viewed & reproduced, AEH prints using U.S. Web Coated (SWOP) v2.

Image below shows the colour gamut between CMYK, RGB and the naked eye, **AEH prints in CMYK**

AEH Signs

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Frequently Asked Questions

Supplying Corporate Logo's
If you need to supply us with your company logo, please use either the Illustrator or Photoshop specifications above.

Resolution
The number of dots/pixels per unit of measure to form an image. This is calculated per inch, we use 100dpi (dots per inch) at 100% of final size. This always needs to be kept in scale so if your image is at 50% of final size it needs to be at 200dpi to allow for scaling.

Pixilation
A phenomenon in bitmap images that results from insufficient resolution or over-enlargement. Individual pixels become visible, especially on the edges of objects, creating a stair stepped or jagged look.

Vector
Vector based drawings such as Illustrator build images by using mathematical formulas to describe points, lines and shapes. Unlike scans which depend on proper resolution for realistic rendering. Vector graphics are resolution independent and can be enlarged to any size without loss of quality. In short if you scanned it, it's not Vector based.

AEH Signs