

Artwork Guidelines/File Formats

We require a vector file format to generate artwork for our digital rotary print - see more information below.

Vector - ai / pdf / eps / svg

What is a vector?

An artwork made up of points, lines and curves rather than solid coloured square pixels (e.g a jpeg) Vector artwork can be manipulated in many design programs. This means that no matter how large or small the artwork or how close you zoom in on the image - the lines, curves, and points remain smooth with no loss of detail.

Why do we need vectors?

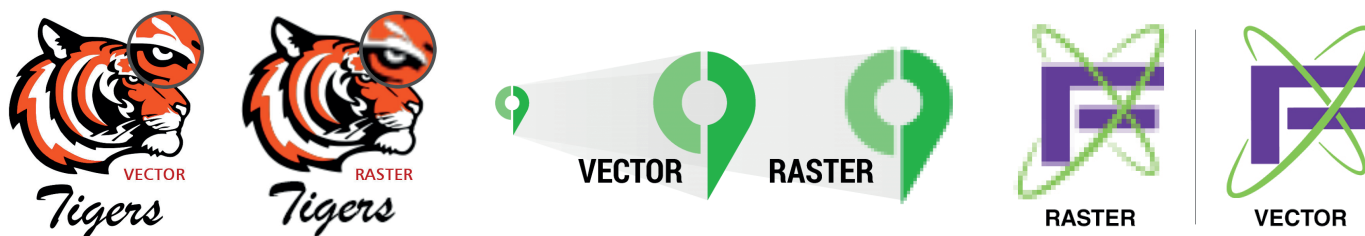
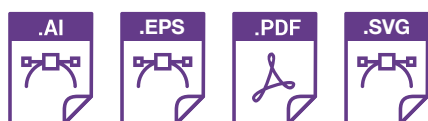
Our machine has a three step print process - laying down white, colour and then varnish.

We required a vector so that we can generate the white and varnish layers accurately. A raster image (jpeg etc) is a flat image and will only generate a block from the image bounding box - we need to be able to follow the edges of a an design or text.

Vectors make for quicker artworking and cleaner images. If you are unable to supply a vector we ask for a high resolution jpeg - at 300dpi (dots per inch). We can then look at redrawing your artwork at a cost of £45ph.

Please do not supply raster images saved within design files posing as vectors - this will not produce a vector file and we will still need to request a vector image from you.

Accepted/preferred file formats:



Raster - jpeg / png / tiff / psd

What is a raster?

A raster image - also referred to as bitmap or pixels, is a non editable flat image (like a photograph) made up small square pixels - it cannot be manipulated or edited in any design program except photoshop.

Raster images can be used for artworking & production processes, but we would prefer to receive artworks of logos etc as vectors. We would require 300dpi (dots per inch) to achieve a quality print and would still need to generate white and varnish for the print process.

We understand this might be a bit alien to you so we are happy to advise on whether your artwork file is suitable for the print process. You can email us your artwork prior to placing an order: design@orbitprint.co.uk

Raster file formats:

