POSTPACK

Supplying the Appropriate Artwork

A beginners guide to useable artwork files when it comes to ordering your branded packaging.

An image of a logo isn't always just an image. To make sure that we can work with your artwork effectively, we need to make that it's in the right format, so that our team can produce a visual proof and ensure the printing to your packaging is reproduced to the highest possible standard.

We usually need you to supply your logo/artwork to us in a 'vector' file format, with all text and graphics converted to outlines. This type of logo is usually saved within a .PDF,EPS,AI or SVG file format.
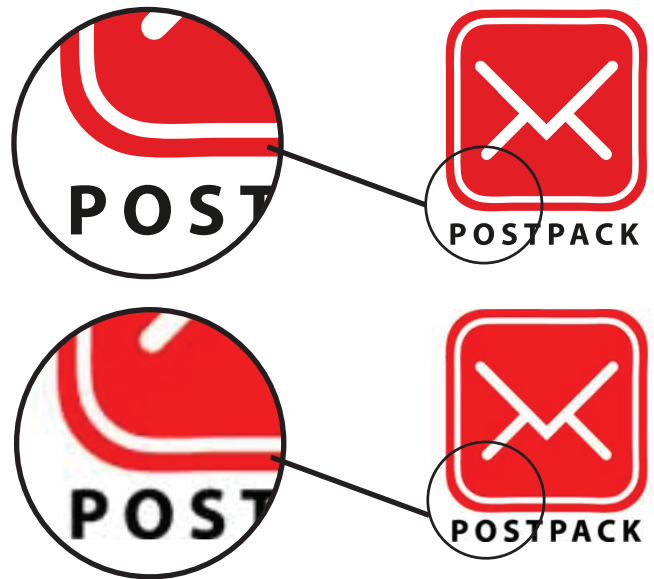
Now, we know what you're thinking... what does this mean?! Well, we've explained below!

Vectored example:
| .ai | .eps | .pdf ✅

Files like .ai / .eps and .pdf (AKA Vector files) are created through precise lines and points - these allow for high quality artwork at any size, no matter how far in you zoom!

'Unvectored' Raster example:
| .png | .jpeg | .tif | .bmp ❌

Files like .png / .jpeg / .tif and .bmp (AKA Raster files) are made up of individual pixels - these will distort the image and appear 'fuzzy or blurry'.

Vector Images

Vector images are 'drawn using mathematical points on an x and y axis'. These points are joined by lines, which form the outline of a shape. This allows us to edit the colours within the design when required and for certain printing/production methods. Scaling these images simply relocates the points used to caculate how the image is shown, so they can be made smaller or larger without losing any detail - to whatever size required!

Fonts & Outlining

Ideally, all artwork supplied to us will have any text within the the artwork as 'outlined'. This means that the text has been converted into a vector representation of the words, rather than the editible text/font.

The reason for this, is that not all computers/software contain the same fonts - we may not have the same font used in your artwork, so the artwork/text would not appear correctly on our systems and could cause errors in the printing.

If we do not have your specific font, we would need to request the text to be supplied in a vector image format. We can then see exactly what it was intended to look like and proceed with your visual.

| Haven't Got a Vector Logo? | Don't worry, we can create a full vector logo file which you can keep for future! | £49.99 + VAT |

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