



## ARTWORK SPECIFICATIONS

### DIMENSION

- Artwork should be created at real size, 1:1 scale, or to scale of the finished size. Images to be 100dpi at final size. (i.e. 100% = 100dpi, 25% = 400dpi)

### FORMAT

- Visualcom accepts all files created using Adobe Creative Suite 6 or earlier and PDF file format is preferred.
- We do not recommend large format output from any of the Microsoft Office applications.

### SUPPLIED FILES

- All colours must be CMYK with specified Pantone colours.
- We will match PMS colours as closely as possible to the 4-colour process equivalent for the specified material.
- Press ready PDFs can be supplied. However when colour matching is required, original artwork working files must be supplied.
- When colour matching is required please provide hard copy colour samples to Visualcom prior to commencement of work.
- Please do not embed images as we have no control over colour or resolution.
- For best results please convert all fonts to outlines or supply a copy the fonts used for us to load to produce your job.

### FILE TRANSFER

- Email (below 10Mb) - files can be emailed to [image@visualcom.com.au](mailto:image@visualcom.com.au) or to your client services contact.
- File Transfer - [visualcom.wetransfer.com](http://visualcom.wetransfer.com)