

Metal Image Ltd has very specific graphic requirements that must be met in order to provide the best possible output to print. Vector graphics are required for our printing process. If you are unable to provide your logo in vector format please speak to one of our sales team and we can provide you with a quote to re-create your logo in vector format.

The difference between vector and raster graphics is that raster graphics are composed of pixels, while vector graphics are composed of paths. A raster graphic, such as a gif or jpg, is an array of pixels of various colors, which together form an image. A vector graphic, such as an .eps file or .ai file, is composed of easily editable paths, or lines, that are either straight or curved.



Because vector graphics are not made of pixels, the images can be edited and scaled to be very large without losing quality. Raster graphics, on the other hand, become "blocky," since each pixel increases in size as the image is made larger. This is why logos and other designs are typically created in vector format - the quality will look the same on a business card as it will on a billboard.

ACCEPTABLE FILE FORMATS

VECTOR

Vector graphics are required for our printing process. We are able to calibrate the graphics to ensure the best possible printed result. If you are unable to provide your logo in vector format please speak to one of our sales team and we can provide you with a quote to re-create your graphics in vector format.

Corel Draw .cdr

Version 17 (X7) or lower please. These must be vector (line) graphics. Please ensure fonts are converted to curves or .ttf (True Type Fonts) fonts are attached.*

Adobe Illustrator .ai

These must be vector (line) graphics. Please ensure fonts are converted to curves or .ttf (True Type Fonts) fonts are attached.*

Encapsulated PostScript .eps

These must be vector (line) graphics. Please ensure fonts are converted to curves or .ttf (True Type Fonts) fonts are attached.*

Adobe Acrobat PDF .pdf

.pdf's must be vector (line) graphics. Please ensure fonts are converted to curves or .ttf (True Type Fonts) fonts are attached.*

RASTER GRAPHICS

Raster graphics are suitable only for photos or hand drawn images. We are unable to control the output of raster graphics.

Image Files .bmp, .tif, .jpeg, .png

For photographs or hand drawn images only. Please supply in CMYK at the correct scale, resolution minimum 300 dpi. **

DATA

.doc [Microsoft Word Document]

Format for indicative drawing or supply of raw data for direct transfer into our graphics program.***

.xls [Microsoft Excel Spreadsheet]

Format for variable/barcoding/sequential/alfa numeric numbering or raw data for direct transfer into our graphics program.***

If you are unsure on how to provide the data please get in touch and we will provide you with an appropriate template.

Raster graphics saved as .eps, .cdr, .pdf or .ai files are not acceptable. Please ensure you DO NOT set ANY fill/stroke/outline to OVERPRINT.

* All text must be converted to curves / lines / paths, or true type fonts attached.

** .jpeg .tif & .bmp files are suitable for photographic print only, supplied files are subject to preview and our acceptance of quality.

*** .doc & .xls files are not acceptable for the supply of any graphic art. Publisher, & Freehand files are not acceptable.

Auto Cad files must be supplied with a supporting PDF.

Please note that supplied files must be PRINT READY. Our normal hourly rate, over and above our file handling fee, will apply where files are not print ready. You will be advised of a price to carry out the work. Supplied files may be un-editable or unsuitable for future use. Your file will be flagged as supplied and charges may apply if edits are required at some future date. Your file will be removed from our system after 3 years of inactivity. You will be consulted before any additional charges are applied. Any further questions concerning graphics please call Nicole or Andrew.