



**HOUSE  
of FLAGS**

## **Artwork Guide**

## About Us

Since 1977, House of Flags has been a one stop shop for all of our customer's marketing solution needs.

We have our own in house print room, can hold stock and also have a dedicated installation and maintenance team. This allows us to offer shorter lead times and provide competitive prices to our customers.

We understand that all of our customers have unique requirements and pride ourselves on producing bespoke products tailored to our customer's requirements. We have invested heavily in our materials and products, ensuring that we only supply the best products.

We have received ISO accreditations for our high quality product testing programmes, manufacturing, installations and customer support.

Proud suppliers to...



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Contact Us:  
Tel: 01480 861678  
Email: [salesupport@flags.co.uk](mailto:salesupport@flags.co.uk)  
Or Visit: [www.flags.co.uk](http://www.flags.co.uk)

## File Formats

### Acceptable File Formats:

- **AI** (*Adobe Illustrator*)
- **EPS** (*Encapsulated PostScript*)
- **PDF** (*Portable Document Format*)
- **SVG** (*Scalable Vector Graphics*)

For our print purposes we prefer artwork created in Adobe Illustrator, saved in a pdf format. Vector graphics are ideal as these are easy to scale and produce a better print quality.

As we use large format printing, trying to increase the size of a Raster image can be difficult and lead to blurriness or pixelation when printed. This may not show up on a computer screen.



#### Vector Graphics

These graphics can be broken down into individual objects, making them easier to scale and resize. No matter how much you enlarge them the quality will always stay the same.



#### Raster Images

Raster image files includes formats such as jpeg, gif, tiff and bmp. They are harder to enlarge as the image quality will be reduced. If you zoom in on a raster image you will notice pixelation.

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# DPI

DPI = *Dots per Inch*

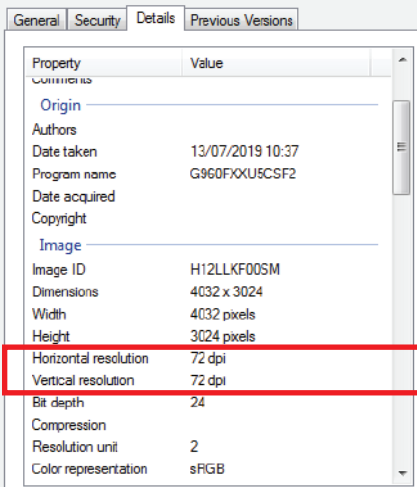
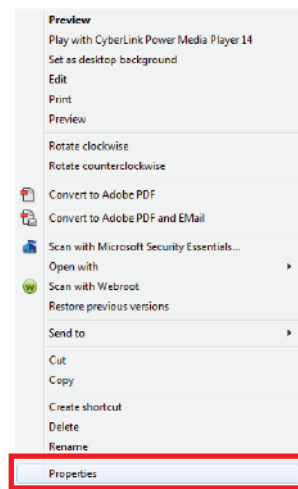
DPI is used to measure the detail of an image. For example, an image of 300dpi will have a higher quality than one of 150dpi.

If you are using a raster image in your artwork we recommend that you use artwork that is scaled to the exact size of your product, ensuring the image has a minimum quality of 150dpi. Alternatively you can scale your artwork to 50% of your product size and use an image with at least 300dpi.

## Checking DPI

### PC

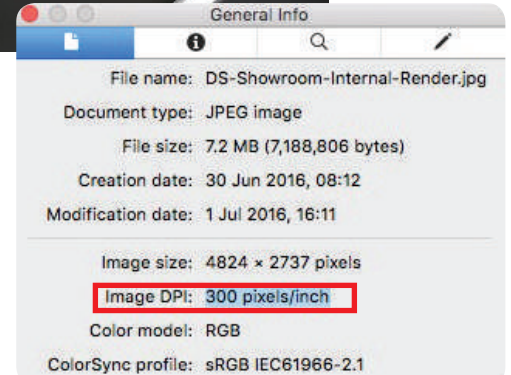
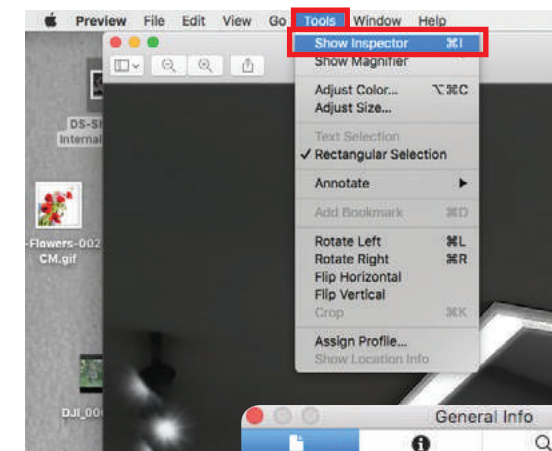
Right click on your image then follow the 'Properties' link. Click on the details tab to see the dpi of the image.



Property	Value
Origin	
Authors	
Date taken	13/07/2019 10:37
Program name	G960FXXU8CSF2
Date acquired	
Copyright	
Image	
Image ID	H12LLKF00SM
Dimensions	4032 x 3024
Width	4032 pixels
Height	3024 pixels
Horizontal resolution	72 dpi
Vertical resolution	72 dpi
Bit depth	24
Compression	
Resolution unit	2
Color representation	sRGB

### MAC

Open the image in the preview application. Click on 'Tools' and then 'Show Inspector' to see the dpi of the image.



File name: DS-Showroom-Internal-Render.jpg  
Document type: JPEG image  
File size: 7.2 MB (7,188,806 bytes)  
Creation date: 30 Jun 2016, 08:12  
Modification date: 1 Jul 2016, 16:11

Image size: 4824 × 2737 pixels  
**Image DPI: 300 pixels/inch**  
Color model: RGB  
ColorSync profile: sRGB IEC61966-2.1

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## Artwork Checklist

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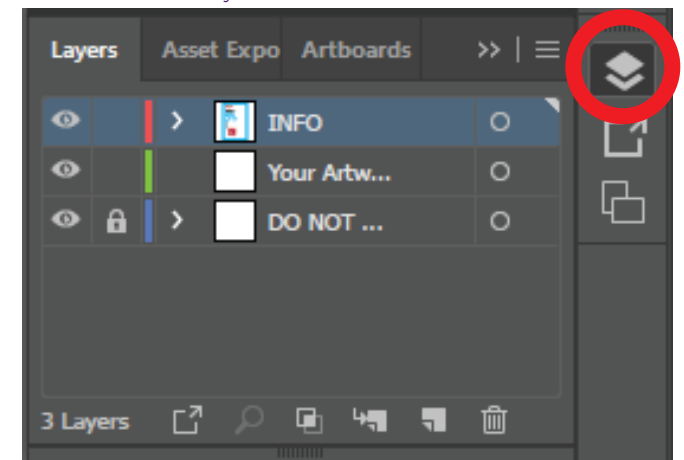
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Before sending us your artwork please look through this checklist and ensure your artwork meets all of the requirements. For any help or advice on your artwork please don't hesitate to contact us.

- Your artwork has been supplied on the correct template (supplied by us).
- No bleed has been included in your artwork as bleed has already been incorporated into our templates.
- All important artwork falls within the 'Safezone' of the template and is in the correct layout.
- No crop marks or registration marks have been included.
- All artwork has been saved in the 'Your artwork' layer and the 'INFO' layer has been deleted.
- No notes, descriptions or annotations have been included.
- All text has been outlined and all links (including images) have been embedded.
- Any Raster images included in the artwork are of a higher enough quality and dpi. *(If your artwork is to scale zoom in to 100% to check if images are appearing pixelated).*
- You artwork is in the required file formats, preferably pdf.

*These requirements are designed to help you provide artwork ready to process. Providing artwork in ready to process will help to speed up your order time. However, if you are unable to provide artwork in this format we do offer an artwork support service, which will be able to handle most types of artwork.*

Layers in Adobe Illustrator



## FAQs

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### Q. What is an AI or EPS file?

A. These are vector files that can be scaled without compromising the quality of the artwork or image. We prefer to use these types of files as they are more accurate for large format printing.

### Q. What are linked files and images?

A. If you have imported or placed an image or file within your artwork the image may be linked to a file on your computer or network. If an image or file is linked, when we come to open your file the image will not be displayed as the file location will not be available. To prevent this make sure all files and images are embedded into your artwork.

### Q. What does pixelated or bitmapped mean?

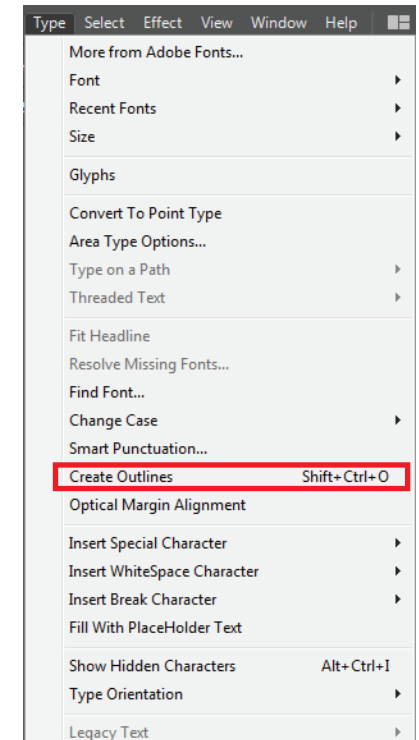
A. Pixelation or bitmapped is only found on raster image files. This means that the image quality is poor and too low for our large format printers. If you enlarge a JPEG and it becomes fuzzy or blurry this is because there are too fewer pixels within the file and they have be stretched too far.

### Q. What is DPI and why does the image have to be 150dpi?

A. DPI refers to the dots per inch within an image. The fewer dpi an image has, the lower quality it is. If you are using a template that is scaled to 100% then we recommend using an image with 150dpi. If you are using a template scaled to 50% of the actual product size we recommend using an image with atleast 300dpi. This will help to make sure your image maintains its quality when printed in a large format.

### Q. What are outlined fonts?

A. Outlined fonts are the outlines of any text you have used within your artwork. Creating outlines means you text is transformed into a graphic. This means we do not need to have your specific fonts saved on our systems, making sure your design is not lost and uneditable.



For more information on creating and supplying artwork, please don't  
hesitate to contact us.

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