



Denbe Western

Exhibition, Event & Display Services

Artwork Guide

Please adhere to the artwork guide below as failure to follow the instructions may result in poor quality print results.

- We can accept files in Adobe Illustrator, Quark Xpress, Macromedia Freehand and print ready PDF.
- Microsoft Word, Powerpoint, Excel, Publisher and CoralDraw are not ideal ways to submit artwork to us as they produce low resolution files.
- Please ensure that all logos, images and fonts are supplied with any documents.
- Please ensure all artwork is supplied in CMYK.
- All logos placed inside a document should ideally be supplied in Vector format, i.e, in Adobe Illustrator or Macromedia Freehand with all fonts converted to paths or outlined. Vector drawn items can be enlarged to any size without affecting the print quality.
- If you have prepared your document at half output size, (i.e, your document size is 500mm x 500mm and final output size is 1000mm x 1000mm) in Quark Xpress, In-Design, Adobe Illustrator or similar package, please ensure all images contained in the document have been scanned professionally at 300 pixels per inch.
- If you have prepared your document at quarter output size, (i.e, your document size is 250mm x 250mm and final output size is 1000mm x 1000mm) in Quark Xpress, In-Design or similar package, please ensure all images contained in the document have been scanned professionally at 600 pixels per inch.
- Images that have not been scanned professionally and blown up in photoshop may result in pixellation of the image and poor quality print results.
- When exporting a file as a print ready PDF, please ensure all images are NOT compressed less than 300 pixels per inch.
- If ever in doubt about the quality of your imagery as a simple visual test, zoom in to your images at 100% scale and if they visually look pixellated or poor quality, then final print results will be pixellated and poor quality.