



BeeNoticed 

# Artwork Guidelines

## YOUR KEEP-ME GUIDE TO SUPPLYING ARTWORK FOR UNBELIEVABLY GOOD PRINTS

Here at BeeNoticed it's our job to produce awesome branded products that create just the right kind of buzz for your brand. To make sure you get a top quality result that's fit for a queen, follow these guidelines for submitting your artwork to us.



## Colour

To ensure the best colour match for your product, please provide your artwork in CMYK format (this stands for Cyan, Magenta, Yellow and Key - Black). You cannot rely on screen representation of colours, instead refer to printed CMYK or Pantone sheets for colour selection.

Be aware that some programs (e.g. Microsoft Word and PowerPoint) do not support CMYK or professional Spot Colour choices and this will affect the final output.

If you have any concerns, we can help you match specific house colours for company logos etc. - **just give us a call on 01623 398260.**



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# Embedding FONTS

## Why do we need to outline the text?

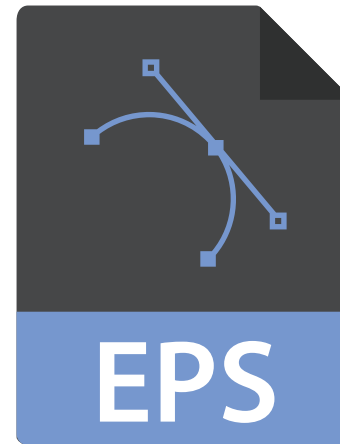
When sending artwork to print, the fonts used must be embedded into PDF's or outlined for .ai and EPS documents to enable us to work with them. If you're not sure how to do this, you'll also need to supply us with the font file.

If you're in any doubt about how to , contact our team and we'll help you out - **just give us a call on 01623 398260.**



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## File types

**We accept a variety of file types for printing, but for the very best results use this guide:**

**For logos, diagrams and graphics** supply your artwork in 'vector' format - we accept .ai, .EPS, and editable PDFs. An Illustrator EPS file is the gold standard for your logo files. In fact, if your logo designer says they are working in Photoshop, you are probably not going to get files that will be universally useful for you, your printers, or your other vendors, etc. This will cause problems for you in the future, if not immediately. Try to make sure your logo is created as an .ai or .EPS file.

**For images/photos** supply your artwork as **.psd, .tiff, .png, or .EPS**. These need to be a minimum of 300dpi (dots per inch).



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Do not submit low resolution (72 dpi) images copied from the web as these will produce very poor quality prints.

### What is Vector artwork?

Vector artwork is an image created of points and paths. This results in artwork that is editable, scalable and able to be colour separated. Vector images are ideal for creating and printing crisp line art and logo reproduction.

If you're not sure what to do, **just give us a call on 01623 398260.**



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## Programs used to create vector artwork:

**Adobe Illustrator / CorelDRAW**

## What is Raster Artwork?

Raster artwork is an image created of many pixels. This results in artwork that is not editable, scalable, or able to be colour separated. Raster images are used for photos, website graphics, half-tones and gradations. Raster images are not ideal for logo reproduction.



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Vector artwork



No distortion  
when enlarging

JPEG artwork



Distortion when  
enlarging

## Why can't I use a JPEG for my logo?

Common Raster file formats include: **.JPG • .bmp • .psd • .tif**

A JPEG is a raster image (made up of pixels) and the image has been compressed (so has lost some quality already). The JPEG image is flat and usually contains a background colour - this means your logo has to be cut out from the background and this significantly erodes the quality of your artwork.

Also, when you enlarge a raster image like a JPEG, the image eventually pixelates and distorts (see above) - this won't happen with a vector based image. You could literally enlarge a vector image to the size of a house without any distortion.



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# Frequently ASKED Questions

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*“I am not sure where to obtain a logo to meet your requirements - what do I do?”*

Contact your graphic designer or website developer, or the company responsible for creating your printed materials to locate an electronic version of your logo. Feel free to give us their contact information, **we can work with them on your behalf!**

*“We cannot locate a logo that meets your requirements. What should we send?”*

If you're really unable to locate a suitable logo to submit, our art department will do their best to create your customized order - **just give us a call on 01623 398260.**



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# Frequently ASKED Questions

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***“Can I see what my logo and artwork will look like before you print it?”***

You'll receive a visual to proof for approval prior to printing your order.

***“How do we get our logo and artwork to you?”***

Most logos can be emailed to [print@beenoticed.co.uk](mailto:print@beenoticed.co.uk). If your file size is greater than 10 megabytes then use a free file transfer service like [wetransfer.com](http://wetransfer.com)

***“Why do printed colors look different from the colors on my screen?”***

In short, printers and monitors produce colors in different ways.

Monitors use the RGB (red, green, blue) color model, and Printers use the CMYK (cyan, magenta, yellow, black) color model, which can reproduce most—but not all—of the colors in the RGB color model.



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## Get in touch!

We have a small, UK based, dedicated team and it's our mission is to **offer you top quality branded solutions at competitive prices, on time, with unrivalled customer care.** We're on hand to make sure every step of the process is hassle free, from your initial enquiry right the way through to your order being delivered to your door.

We've been in the branded marquee and merchandising game for over 20 years and as one of the most established companies on the market, we've dealt with pretty much every printing or artworking problem out there, so if you have any questions at all, **don't be shy, give us a buzz on 01623 398260.**



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