

artwork specification

GUIDELINES

Cowan prints from Adobe Creative Cloud. Files submitted in other formats may have errors when imported or converted.

Artwork created with Adobe Creative Suite:

Illustrator, Photoshop, InDesign, Acrobat will be accepted.

- Text: Convert text to outlines or ensure to supply screen & printer component of all Type 1 fonts used
- Images: Convert images to CMYK (no RGB images please) and include all linked images
- Provide Pantone colour Swatches if colour matching is required.
- Finished size: Set document/page size to final or scaled-down size
- Bleed: Images that bleed off the edge must include at least 0.5" to 1" of bleed
- Resolution: Extra large graphics (Over 25ft x 10ft) approx. 75dpi at finished size
Large graphics (25ft x 10ft) approx. 100dpi at finished size
Medium graphics (15ft x 8ft) approx. 150dpi at finished size

Artwork created outside of Adobe Creative Suite:

Corel Draw, Freehand, QuarkXpress

- Format: Export to eps before submitting
- Text: Convert all text to outlines
- Colour: Use PMS colours or CMYK. Converting RGB colours will result in a colour shift
- Finished size: Create artwork to size (including bleed if needed) or submit artwork at a scaled-down size

Additional Guidelines:

- Computer Cut Graphics: All files need to be vector line art with solid colours only. Cowan will match to the closest available cast vinyl colour
- Cut-to-Shape Graphics: Files require separate cutlines as stroked paths on separate layer

Please note:

WE WILL NOT ACCEPT LOW RESOLUTION JPG, GIF OR BMP FILES.

File sizes of a few hundred kilobytes (KB) do not print very well, even at small dimensions. Re-interpolating small raster files to larger resolutions does not improve the print quality. If colour matching is critical we require a printed colour target for accurate colour reproduction.

ANY QUESTIONS PLEASE CONTACT:

SHAUN DUTKEWICH

(D) 780.577.5738 SHAUND@COWAN.CA

Art-Room Supervisor



EDMONTON
4864 93 Avenue N.W.
Edmonton, AB T6B 2P8
Ph 780-577-5700

CALGARY
#5565 - 56 Avenue S.E.
Calgary, AB T2C 3X6
Ph 403-233-9200

SASKATOON
801A - 47 Street East
Saskatoon, SK S7K 8G7
Ph 306-652-9988

BURNABY
#5040 - Still Creek Ave.
Burnaby, BC V5C 4E4
Ph 603-349-2679

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