



supplying artwork

think
CREATIVE

think want your design work to look exceptional!
supplying us with quality artwork will help
think achieve a professional result.

quality input = a quality final product



for print

IMAGES

- Provided images should be at least 300dpi at size. eg. if the image needs to be printed at 20x15cm, the image must be 300dpi when it is 20x15cm. Preferably CMYK colour.
- For large format printing images are printed at 1/3 of the resolution, therefore only need to be 100dpi at size.
- Generally images > 400KB (depending on their compression and print size) will pixelate.
- Alternatively we can scan hard copy images if necessary which includes colour correcting for print.
- Or we offer a great photography service if you require original imagery.
- Think also has access to a vast array of stock photography, this may suit your purpose better and is a cost efficient way of having great photography in your designs.

FILES

Think Creative works with both Mac and PC formats. File formats Think Creative can use are;

Illustrator CS (or below) .ai	Photoshop CS (or below) .psd	Indesign CS1 (or below) .indd
Word Docs .doc	Excel .xls	Powerpoint .ppt
QuarkExpress 6 (or below) .qxd	CorelDraw 11 (or below) .cdr	Freehand 10 (or below)
GoLive CS (or below)	Dreamweaver	Flash

or Files with these extensions - zip, stuff, pdf, html, eps, jpg, tiff, bmp, txt, swf, ai, psd, indd, doc, xls, ppt, cdr, qxd

LOGOS

- Think prefer if you can source a VECTOR file of the logo. These come with eps, ai or pdf file extensions. (please note that some of these files you may not be able to open on your PC.)
- Supply us with Pantone or CMYK colours the logo should be produced in
- High resolution jpgs and tiff are also acceptable, but we may be limited on the size they can be produced at and the changing of their colours.

FONTS

- Think prefer to be supplied with Mac compatible fonts.
- The best types of fonts to send are either Postscript or TrueType fonts.
- It is always best to send the whole font family (ie. bold italic etc) and also to send both the screen and printer files.
- The best way to emailing fonts is to place them in a folder then zip or stuff them with Winzip. (otherwise errors can occur to the file while it is in the email)
- If you can not supply the font you would like used Think will endeavour to find it on our system or find the closest font substitute to replace it.

SUPPLYING

Think Creative can except relatively large emails upto 7mb.

if you need to supply us with larger files please send us a clearly labeled CD or DVD of artwork.

We can also download files direct from your FTP Server if you provide us with the requisite details.



for web & multimedia

IMAGES

- Provided images should look clear on screen at the size you wish them be displayed. RGB Colour is recommended for best out put.
- Generally images suitable for web and multimedia use are < 400KB
- Alternatively we can scan any hard copy images you may have.
- Or we offer a great photography service if you can't get the image you are after.
- Think also has access to a vast array of stock photography, this may suit your purpose better and is a cost efficient way of having great photography in your designs.

LOGOS

- High resolution jpgs and tiff are fine for web and multimedia use, but again we may be limited on the changing of their colours depending on the size of the file, so if a VECTOR file is available it always helps us.

Supplying **FILES and FONTS** Please refer to the 'for print' section on the previous page.

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