

FILE FORMATS

At Century we accept a variety of file formats: PDF, EPS, AI, PSD, JPEG, and PNGs

VECTOR FILES – AI & EPS

Vector files are the best way to ensure a crisp print on your logo, as they can be scaled up or down to any size without losing image quality. Unlike popular raster-based formats, such as a jpg or png, vector files are not “flattened.” When you open them back up in a program such as Adobe Illustrator, all of the original shapes exist separately on different layers; this means you can modify individual elements such as colours.

PDFS

PDF are a fantastic way to send through a file, as most of the time they contain a vector variation of your logo. Saving a JPEG as a PDF unfortunately does not turn it into a vector file as the file will maintain original flattened qualities.

RASTER BASED FILES – PNG & JPEG

While we do accept PNGs and JPEGs at Century, more often than not the resolution is too low for the file to be useful. This results in a very pixelated image when scaled up to a large size. The benefits of a PNG vs a JPEG is that a PNG will have a transparent background whereas a JPEG will have a white or coloured background.

BLEEDS

At Century we do not require bleeds to be added to print ready files. Our in house designers will check all provided files for size and colour settings before sending them to our production team.

EMBEDDING & OUTLINING

When receiving a print ready file from a client we require all fonts to be outlined and any images in the file to be embedded.

