+print

At Vescom we want to help you achieve your creative aims. Below we describe different types of files and give practical tips for supplying files.
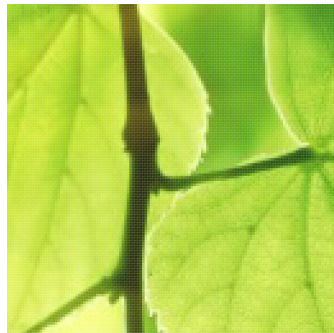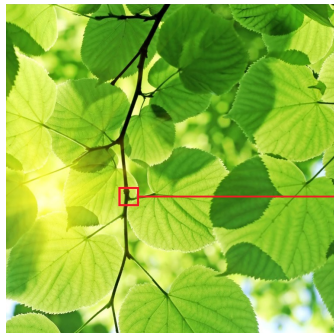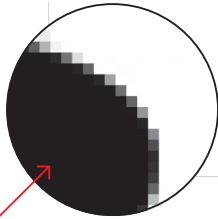
pixel files

A pixel file is a photographic image created by a series of tiny dots known as pixels. Each pixel is a square-shaped block of colour. The computer turns hundreds or thousands of rows of these little squares into an image.

— Examples of pixel files: camera photos, photos sent through GSM, scans of photos, scans of illustrations
— File formats: JPG, JPEG, TIFF, RAW, PSD
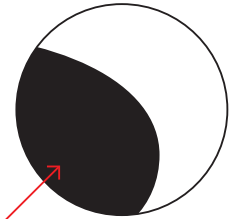— Edit with Adobe Photoshop

vector files

A vector file is a graphic image. This type of file doesn't contain pixels. The image is created by a mathematical formula that specifies point position, density and line length. Vector images can be enlarged to any size, without loss of quality or blurring of the image!

— Examples of vector files: Geometric images, logos and icons, graphic design, typography
— File format: AI, EPS, PDF
— Edit with Adobe Illustrator

combining pixel and vector files

What if you want to combine a pixel file with a vector file? Say you have a photo (that you have taken or bought) and you want to run a line of text or a logo across the top of it or incorporate a pattern. No problem! However, it's important to note that the photo will always be a pixel file and any elements you add (text, logo or pattern) will always be a vector file.

This is how you do it. First edit the photo in Photoshop then open it in Illustrator. Only add the text, logo or pattern in Illustrator.

Please note: Pixel file formats can only be edited in Photoshop. These files can be opened in Illustrator and saved as Illustrator files, but then what you have is a vector file with pixel content. This means that you cannot enlarge the image without loss of quality.

delivery specifications +print

— Pixel files: minimum of 300 dpi, scale 1:10, Adobe Photoshop (PSD, JPG, TIFF, PDF) file.
— Vector files (lines, logos, text, etc.), Adobe Illustrator (AI, EPS, PDF) file.
— Combinations of vector and pixel files: Adobe Illustrator (AI, PDF) file.
— Upload the files to the Vescom FTP server, or use a file transfer service such as WeTransfer or Dropbox.
— If possible send us a (1:20) scale copy that shows the images, colour, scale, font and layout.
— Be sure to specify the original wall dimensions for the 1LM test print!
— Always make sure text is saved as outlines, or send us the font. (TTF file)
— Always include original images in the PDF file, or send the linked files separately.
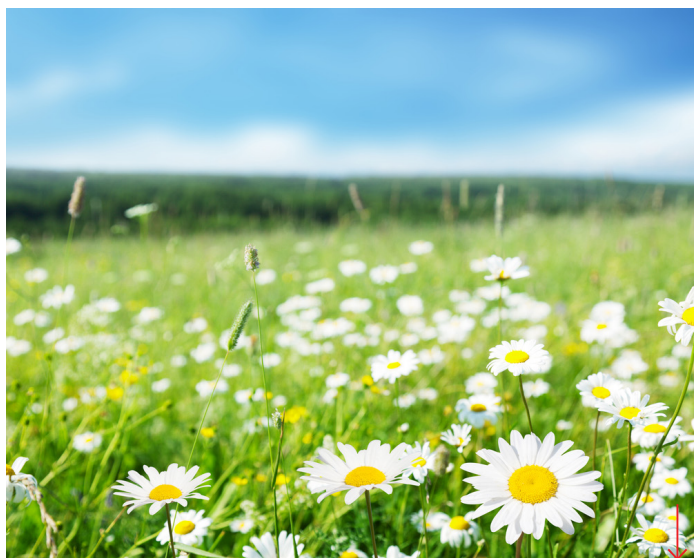
print in CMYK
We always print in CMYK using the Coated FOGRA39 colour profile.

examples of pixel images

These images were supplied as 300 dpi. The image has been enlarged to 30 dpi and shows the actual size. We use this as a guideline and as a minimum requirement for good print quality. If you're not sure about print quality, we always recommend a test print.

please note
300 dpi scale 1:10 is simply a guideline. This does not always guarantee good print quality. If in doubt, we always recommend a test print.
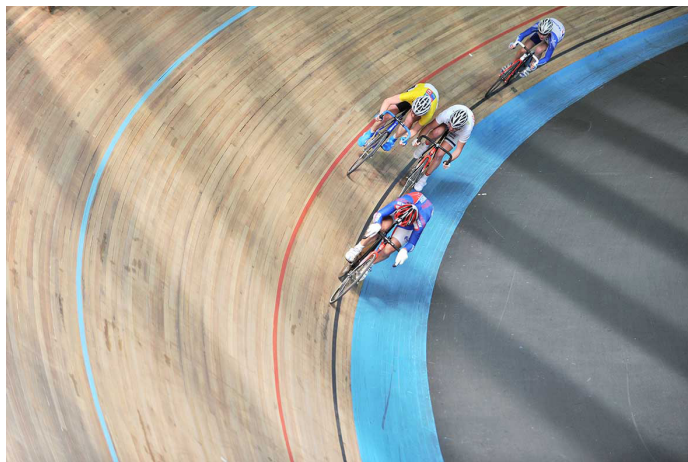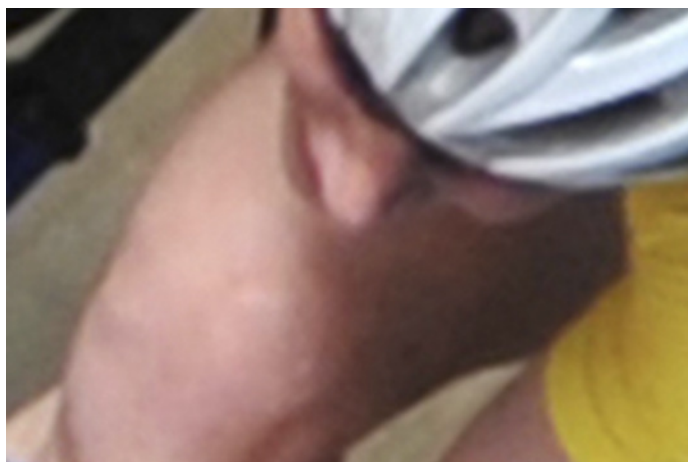

72,81 cm x 58,35 cm / 300 dpi **x10**

728,1 cm x 583,5 cm / 30 dpi

72,07 cm x 47,90 cm / 300 dpi **x10**

720,7 cm x 479,0 cm / 30 dpi

proportions

If the proportions of the image do not match the proportions of the wall (the area within the red frame) the image will have to be cropped, enlarged or reduced to fit. This may affect the quality of the image.