



# MADISON®



## HOW TO SUPPLY LOGO ARTWORK

### WHAT FORMAT IS YOUR LOGO ARTWORK?

#### Vector versus Raster/Bitmap

Vector format logos are editable and can be used for any purpose and at any size, making them perfect for large scale printing, like post pads, advertising bolsters, banners and training aids.

Raster/Bitmap format logos will not look good when used at larger sizes. Raster files or Bitmap images are made up of tiny pixels that form the details of the image. They can look good at a small size, however, when the image is enlarged to a bigger size, the pixels become visible to the naked eye and the image loses clarity and sharpness, making them appear “fuzzy”.

#### VECTOR



#### RASTER/BITMAP



#### WE REQUIRE



Logos as high-resolution (300DPI) artwork files (around 1MB in file size)

Logos in a **vector format**, file types like:

- AI (Adobe Illustrator)
- EPS (Encapsulated Postscript)
- SVG (Scalable Vector Graphic)
- PDF (Portable Document Format)

#### WE DO NOT ACCEPT



Logos in **Raster** or **Bitmap** format (file types like PNG, JPG, and GIF).

Logos obtained from, or created for, websites.

Logos as low-resolution (72DPI) usually very small file sizes.

Logos as RGB pictures (including screenshots), JPG compression or embedded in Word documents or pasted in the body of an email.

#### WE CAN HELP YOU

**EMAIL** [sales@madisonsport.com.au](mailto:sales@madisonsport.com.au)

If you don't know what format your logo is or if it's suitable for large scale printing, simply attach it to an email and we can easily inform you of your options, including our **redraw service** and fee for converting your logo to vector.

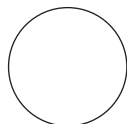
Please Note: If you have access to artwork from previously printed projects like signage, stationery or team jerseys, this may be vector, but may not be viewable without the appropriate software, so email it to us and we can check it for you.

**FREE CALL 1800 640 096**

**CUSTOM PRINTED** INFORMATION GUIDE

### STEP 1

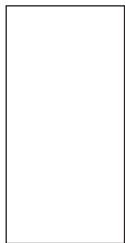
WHAT SHAPE IS YOUR POST?



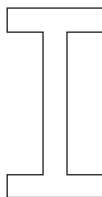
Cylindrical



Square



Rectangular

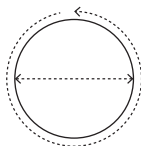


I-Beam

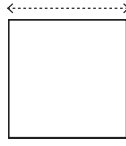
### STEP 2



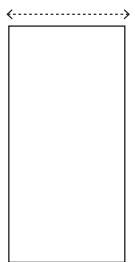
MEASURE YOUR POST



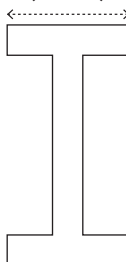
Circumference  
or Diameter



Perimeter  
(side x 4)



Width  
and Length



Width  
and Length

### STEP 3



TAKE A PHOTO OF YOUR POST



### STEP 4



EMAIL  
[sales@madisonsport.com.au](mailto:sales@madisonsport.com.au)

Please include:

- Shape
- Dimensions
- Photo
- Quantity
- Postcode (to calculate freight + handling)

We will send you a quote as soon as possible.





# HOW TO MATCH COLOURS

## CUSTOM PRINTED COLOURS

### PMS versus CMYK

Often logos are created using PMS colours, specialised inks that are used in the Pantone Matching System. We use a four-colour printing process known as CMYK which stands for the four inks (Cyan, Magenta, Yellow and Black) that are combined to produce almost every colour of the rainbow, excluding fluro and metallic colours.

When it comes to PMS colour matching in CMYK printing, the goal is to replicate the PMS colour using the CMYK process. This is because PMS colours are typically not available in standard CMYK inks, and so they must be approximated.

To convert PMS colours our graphic designer will determine the CMYK values that most closely match the PMS colour, and produce a Proof which needs to be approved before printing and production commences.

It's important to note that while the CMYK process can come close to replicating PMS colours, it may not be an exact match. Colour representations can be affected by a number of factors, including light which changes the appearance of colour from screen viewing to printed product. Additionally, the colour may appear differently depending on the material it is printed on (e.g. paper, vinyl, team uniform fabric).

We consider all these factors and carefully manage the printing process to achieve the most accurate results possible for our customers.

### WE CAN HELP YOU – EMAIL [sales@madisonsport.com.au](mailto:sales@madisonsport.com.au)

If colour matching is not your speciality, then simply attach your logo to an email and we can easily inform you of your printing options including stock vinyl colours.

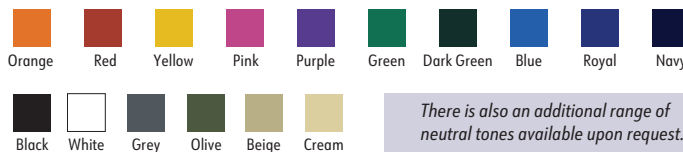
## VINYL COLOURS

### Stock Vinyl versus Custom Printed Vinyl

Madison offers a full range of dyed stock vinyl colours which can be custom printed with logos and school/club names. Stock vinyl colours are often used to tie in with corporate logo colours but if you require a custom colour vinyl to match a specific logo colour we can also print a custom colour onto white vinyl to match.

Both printing processes offer a high-quality result and durable finish with our vinyl remaining fire retardant, tear resistant, mildew resistant and UV stabilised.

### Stock Vinyl Range



Photos of products manufactured using our stock vinyl range are on our website. Royal is our PRO Range, Orange is our CLUB Range, Red is our JUNIOR Range.

*Please Note: Availability of some colours can change without notice. We will check availability when your order is confirmed.*

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