

When it comes to signage layout and design, supplied artwork is often described or referred to as “finished” artwork. However, this doesn’t necessarily always mean it is print and/or cut ready and usually requires some minor adjustments, alterations or interventions. There are many common factors that prevent a layout file from being print or cut ready, some of which may include:

- Incorrect colour mode (CMYK vs. RGB).
- Incorrect image resolution (dpi / ppi).
- Incorrect scaling or sizing.
- Missing “linked” images.
- Font / Typeface conflicts.
- Missing or incorrect colour breakdowns (PMS, CMYK or RGB etc).
- Unflattened transparencies (effects and drop shadows etc).
- Incorrect file format eg; Vector (line art) vs. Raster (pixels).
- Insufficient artwork bleed or print margins.
- Text & Graphical elements not setup correctly for vinyl cutting.

In order to provide the highest quality results achievable, Iconic Signs is dedicated to ensuring all supplied artwork is suitable for the desired application. Therefore, each new order placed with us (with the exception of any repeat orders) includes an initial artwork fee, which covers the following:

- Verification of any supplied artwork or assets in regards to printing and/or cutting suitability.
- A basic artwork layout - as shown in the diagram below.
- Creating and forwarding artwork proofs, as well as any subsequent artwork proof revisions.

At Iconic Signs, we use a 3x tier system of artwork layout & design which consist of:

1. Basic Layout (Initial Setup)

Using only the fundamentals of graphic design techniques such as contrast, alignment, negative space and use of colour, to create a clean and simple, yet effective layout. The basic sign layout usually only consists of standard graphical elements such as text and logos and is based on a design time of up to 30 minutes.



2. Detailed Layout

A detailed layout uses the fundamentals of graphic design as described above along with a larger colour palette and added detailed graphical elements such as borders, columns, bullet points and various other contemporary layout and design techniques. A detailed layout is based on a layout and design time of up to 1 hour.



3. Complex Layout

As well as using the above mentioned techniques, the complex layout can also utilise other technical approaches such as images, textures, visual effects, 3D designs and multi-layered concepts. Logo and Styleguide design also fall under this layout tier. A complex layout is based on a design time in excess of 1 hour, charged in 30 minute blocks.

