



## ARTWORK SPECIFICATIONS REQUIRED for THE PRODUCTION of LARGE FORMAT GRAPHICS

**Our system is Macintosh based** and we can receive files via email (file sizes up to 25mb), CD or DVD.

**The quality** of the final printed product begins with the quality of the artwork. To help make your order hassle free and to get the very best of results we require artwork to be supplied ideally as Illustrator or eps files.

**Vector Files** should be saved as ai or eps with all fonts converted to outlines. Where possible these files should be opened in Adobe Illustrator, scaled to finished size with colours set to a pantone reference. Any bitmap images should be embedded at resolution as detailed below and set as CMYK. This kind of artwork is the most reliable and easily adjusted.

**Bitmap files/images** should be saved as tiff, or Adobe Photoshop eps files.

For good colour reproduction these should be set as CMYK. If you have an image that is greyscale or has been created using only black it should first be converted to RGB and then to CMYK. This will print your black and white images using all the process colours achieving smooth grey tones with no banding. If these steps are followed printing from a bitmap is a reliable process.

**Scans** should be converted to CMYK in Photoshop. This will give you a true reflection of what you can expect the final output to look like.

**File sizes and resolution** can sometimes be confusing when printing images at larger than normal size. Images should be set at the minimum of 72dpi when scaled up to full size: However, to achieve the best results from our print systems, interior exhibition/display photographic quality exhibition panels, pop-up and banner stands to be viewed close up benefit from being saved at 150dpi when scaled up to full size.

A 5mm bleed is required for finishing.

**Colours** - When work has been saved as detailed above, our print systems will output to the manufacturers preset representation of a colour. This is what the manufacturer considers to be the closest all round set up for good colour reproduction. In reality, no digital print machine can be expected to print an exact colour match without the operator making adjustments.

**Fonts** should always be supplied (printer and screen or truetype) even including popular faces such as Helvetica.

**Jobs Printed in Sections** - When you are providing artwork for say, a pop-up system or billboard, we have software that will make correct divisions, with relevant overlap between the panels. Therefore please do not forward predivided artwork, just let us know the panel sizes, we'll do the rest.

**Quark and InDesign** - Convert to PDF either by printing to a postscript file and then processing the print file through Acrobat distiller or by printing directly to the Acrobat Distiller print driver. When in Acrobat Distiller select job options. You will be able to select either screen, print, or press as the print option. Please select press. This option provides the highest quality print production. In case of problems, sending the native file and all fonts with the PDF file is also helpful. (DO NOT USE export to pdf feature as this can produce unexpected results.) Any linked RGB bitmap images must be converted to CMYK and saved as .tiff files prior to exporting.

**Potential problems to be aware of:** Always supply a colour hard copy, especially files supplied from Quark to ensure your printed job is exactly as you require it. The colours on your computer monitor will usually appear different to the CMYK values making up your colour (as an example a colour saved as 100% Magenta 100% Cyan may look blue on your screen, but is and will print purple on any print process). Try and supply pantone references and explain if these are just guides or to be colour matched closely. Artwork and colour representation that are sufficiently poor will incur a charge if they cannot be amended within 10 minutes.