

# ARTWORK GUIDELINES

Before submitting artwork, please make sure you have read our artwork guidelines below.

## File Formats

We only accept files in the following:

PDF, Ai, EPS, JPEG, PSD, and TIF.

Please provide tiff & PSD files in a flattened format. We do not work with or accept Microsoft Word files or PowerPoint.

## Type & Text

Convert all text to outlines/curves, even on pdf files.

## Colour Settings

Ensure files are set to CMYK. We convert RGB files automatically. Changing to CMYK from RGB can cause unexpected results. You will not be notified of a change from RGB to CMYK.

Do not include spot colours.

## Colour Matching

Please be aware that Print machines, handheld devices and desktop printers will interpret and show colours differently. We cannot be held responsible for colours printing incorrectly due to errors in incorrectly supplied print files.

We print on a wide range of print machines and cannot guarantee a perfect match from one print method to another. Due to print tolerances and the nature of our business, we cannot guarantee an exact match to something you see on a computer screen. Most creams, greys and CMYK-printed golds can print differently from how they look on screen.

## Size & Scale

The orientation of the print file must match the orientation of the order. We accept files at actual size or scale. Artworks with larger dimensions will be required to be supplied at scale.

Below are examples of scaled artwork we accept.

1:2 scale (50% actual size)

1:5 scale (20% actual Size)

1:10 scale (10% actual size)

1:20 scale (5% actual size)

## **File Names**

Please ensure file names are short and descriptive.

## **Colour Profiles**

Print files MUST NOT contain ICC colour profiles.

## **Images**

It's important to Embed all images before saving. Supplying linked images in a folder is not recommended.

## **Resolution (DPI)**

Please make sure that you save your file to the DPI Guidelines below. In the case of scaled files, i.e., if you have scaled your file at 1:10 (10%) scale, then the DPI must be x10 times higher to compensate.

Banners, Backdrops, Fence covers, Wallpaper, Large vinyl's, Contra vision

Up to 5m sq. 125dpi

5m – 50m sq. 50-100dpi

50m+ sq. 30-50dpi

## **ADDITIONAL INFORMATION**

### **Pole Pockets**

When placing an order, please make sure you select the overall finished size. Your overall banner size should be the total size, including the pockets. So, if you select a 1m wide x 2m height, we will manufacture the banner to a total height of 2m, including the pockets. For more information on pole pockets, then, you can read our pole pocket guide.

Please make sure that you leave a safe area for your pockets. The term 'safe area' means no items of text or logos. So, if you have 150mm flat pockets on top and bottom, please don't let any text or logos run into these areas. Please note that on a 150mm flat pocket, you will also need to leave an additional 40mm extra for the weld (so 190mm in total). Background colours or images are ok, just no readable text or logos.

## **Double-sided banners**

We have special software which flips certain parts of your banners, thus creating a seamless pocket on the opposite side. When ordering a double-sided banner, follow the steps above and refer to our pole pocket guide. If you require a different image on each side of your double-sided banner not a problem; upload x2 files stating that you need a different image on each side.

## **Bleed & Crop Marks**

Banners, Fabric and Backdrops Set your artwork without bleed or crop marks. Banners should have a clear area of 4cm around the perimeter for the eyelets. So please leave important text and logos 5cm away from the edge.

## **Please make sure your files are set correctly**

We cannot be held responsible for any spelling errors/typos / incorrect telephone numbers, or improper setup of files. If we believe that a file is incorrect before production, we will contact you and request a new file.

We only accept files suitably prepared for print.