

# Artwork and file preparation

## What artwork is useable:

Artwork can be accepted via the following media: CD, ZIP, ISDN and email.

## Vector 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. Areas that are required to be 100% Black should have 75% Cyan added and greys should have a percentage of CMY to give a solid appearance with minimum banding. 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

Bitmap images should be saved as tiff, jpeg 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 complicated colour matching is required please supply your job as a layered psd file with each layer rasterised. If these steps are followed printing from a bitmap is a reliable process.

## Printing from Quark

Where possible files should be saved as eps, opened in Adobe Illustrator and saved as detailed above. If this is not possible, we have the ability to print straight from Quark. Please make sure all images and fonts are supplied with your file.

**(Beware there can sometimes be font issues and images can move when large format printing from Quark.)**

## Resolution

To achieve the best results from our print systems, images should be set at the following resolution, at, or when scaled up to full size:

Large and Grand format images to be viewed from a distance of at least 5 meters (i.e. large vehicle graphics, flags, banners, hordings and building wraps) - **35dpi**

Large format images to be viewed close up (Arizona/Zund, small and medium size vehicle graphics, signage and banners) - **75dpi**

Interior exhibition/display photographic quality to be viewed close up (AGFA, high quality posters, exhibition panels, pop-up and banner stands) - **150dpi**

## 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. If we are instructed to make sure specific colours are a close match our operators will make the required adjustments.

## Potential problems to be aware of

Always supply a 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 can not be amended within 10 minutes.