



## Guidelines for the supply of print ready artwork

Print ready artwork should be supplied as a jpeg, tiff, pdf, psd or eps files, without crops or bleed, at 300 dpi.

Please note, artwork supplied as 'print ready' is considered to be so. Files supplied as such will go directly to press, and no responsibility will be taken on our part for issues arising from supplied artwork.

Printed PVC proofs can be supplied on request for a £5 charge.

Any issues which come to light before press will be amended / corrected in our studio without notification to the client. Time for amendment of incorrectly supplied artwork will be billed accordingly, at studio rate (currently £60 per hour), and will appear on the client invoice for each banner.

Files supplied will ideally be sent at 25% of finish size, ie. a 7 ft x 3ft banner (84 inch x 36 inch) should be produced using a 21 inch x 9 inch document. The files output resolution should be 300dpi, and presented in CMYK colour mode. No crops or bleeds are required

For much larger banners, the file may be supplied at anything down to 10% of finish size, though it should be noted that this will slightly deteriorate any picture / text sharpness accordingly.

Please consider the use, size and application of your banner when constructing your artwork.

JPG files should be saved, where possible with the minimum compression ratio applied, thus ensuring a larger file size, but retaining maximum quality of the artwork for press.

TIF files could be saved with LZW compression applied, ensuring maximum file size savings.

PDF and EPS files should be supplied with all scans/images in place, in CMYK colour mode, at a resolution of no less than 300dpi. All fonts should be outlined / embedded in the file, ensuring no external font data is required when opening the file.

PSD files should be supplied at 300dpi, 25% of finish size with any text layers rasterized, ensuring no external font data is required to open the file.

We print using a six colour system, using the four process print colours, CMYK, and two further colours, Light C and Light M. If you are unsure how this will affect your artwork please contact us before starting work on your file.

The six colour system uses a 'thin' process black ink. Blacks, either solid areas or text, are best made up of 'Photoshop Black', 75C, 68M, 67Y and 90K. This ensures a high quality black every time. Red areas of solid coverage or text, should be made up of 100% M and 100% Y, though it should be noted that red is a notoriously difficult colour to truly achieve, often leaning away for the 'fire engine' red that your screen will display. Please take this advice into account when constructing artwork.

If you are unsure please contact our design team for assistance.

Pantone colours cannot be accurately matched using CMYK, though we will always operate within a certain tolerance, and every effort will be made to closely match any specified colour references.

PDF files generated in Corel Draw have been found to have problems with font embedding. Please convert all text to curves before PDF output.

**Please read these guidelines carefully, following them will ensure the highest quality output of your banner artwork. We want you to be happy with any product received from ourselves. If you are unsure about any of the above advice, please contact us before starting work on your banner artwork, on 01253 77 77 47.**