artwork guidelines 2010

Overview:

Designing for large format printing can differ in many ways to other styles of printing; artwork and designs that look great in a brochure or on the web may not translate to larger outputs, therefore certain rules need to be followed.

If this is your first attempt at setting artwork for this type of printing, or you are not a professional designer, it may be wise to get our design studio's assistance

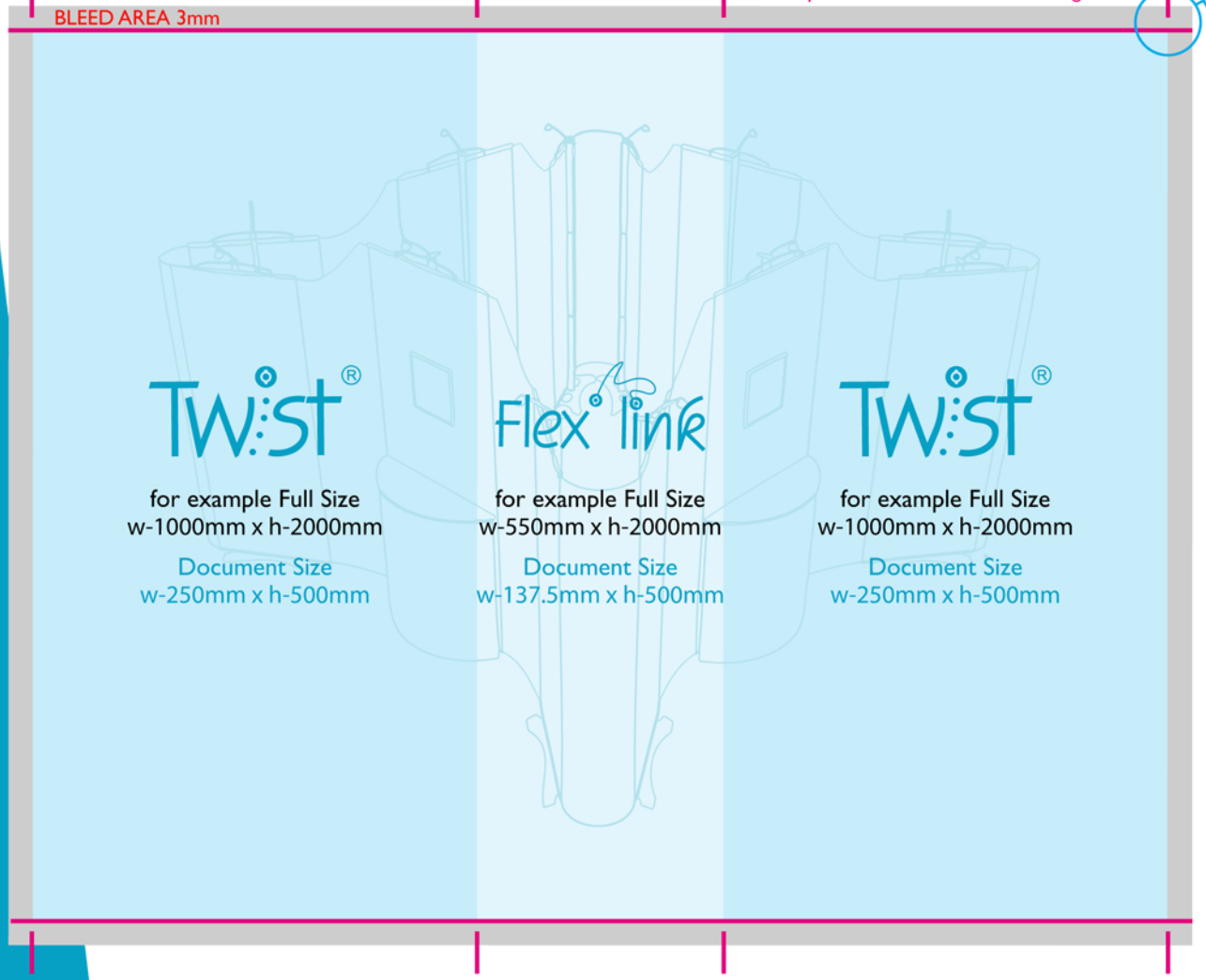
When producing artwork you should be aware that there are primarily two formats to work in:

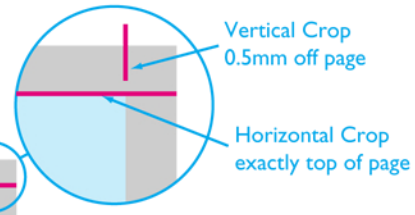
Bit-mapped: This is usually used for images such as photographs and places a colour in each pixel. When designing for large format any text should not be pixel based.

Vector: This is primarily used for logos and text. Vector based artwork uses a mathematical language to describe colour, shape and placement information of the individual components of an image.

When your artwork is produced with text we recommend using a vector based program such as, Adobe Illustrator or InDesign; producing designs in programs other than these may result in a pixelated or blurred looking print.

Artwork Example of a 3 Panel Kit





Size: Artwork at 25% of the final printed size. E.g. If print size equals 1000mmx2000mm, the document should be set at 250mmx500mm (see diagram).

Add 3mm bleed to your document & include crop marks.

Type: Where possible convert all fonts to paths/outlines. Alternatively supply all screen, postscript, true type and/or open type fonts.

Colour: **Always change Spot/Pantone colours to process CMYK.** If available please supply a colour sample. Assign your colour profile as 'Euroscale coated V2'. A colour correct proof will incur a charge. (Please be aware it is virtually impossible to match PMS colours with CMYK printing, however results are very close).

Formats: InDesign, Illustrator, High Res PDF, files can be accepted in either Mac or PC format for printing

It is preferred that you save files in the native format with links (not embedded) and not to export as an EPS - only use this option if necessary.

Links: Where possible link images as Tiff files with no compression. EPS links can cause corruption when used in numbers, however, are acceptable where necessary. JPEG (Max Quality) and Bitmap links are also accepted. Please do not embed links.

Please supply all links as CMYK, 300dpi at 25% final size. Do not use Desktop Colour Separation when saving files.