



# Artwork Guide

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Quick guide to preparing your artwork for print

# Quick guide to artwork control

Below are our requirements for any artwork you supply us. Failure to meet these requirements may result in your order being delayed until correct artwork can be supplied. Unfortunately we can only accept certain file formats. This is to ensure accurate reproduction of your artwork.

## What type of files do we accept?

### Accepted

PDF  
EPS (CS5 and below) - for contour cut vinyl only  
AI (CS5 and below) - for contour cut vinyl only  
TIFF (flattened)  
JPEG

#### All artwork must be supplied:

- with 3mm Bleed
- With crop marks
- With each artwork as a separate file or page
- At least 300DPI
- At the correct height/width proportions
- In CMYK colour mode
- With any images embedded
- With fonts embedded (PDF), or converted to outlines (EPS, AI)

If there are multiple page sizes, each size will need to be in its own file

### Sizing:

- All sizes for all items are required to be in metric, preferably millimetres.
- Your artwork should be scale-able in any of the following percentages:
  - If your artwork is too big to be set at 100%, then set at 50%, 25%\* or 10%\* of the final size. \*only good for vector artwork
  - If your artwork is for small format digital printing (i.e. leaflets, business cards etc.) it should always be set at 100%, if you are unsure, please ask.
- If your artwork is not at 100% it helps to let us know what scale your artwork has been set at. Any incorrectly scaled artwork may be returned for re-sizing.

### Bleed and crop marks:

- Does your artwork have/require bleed? If you aren't sure please ask  
Examples of print jobs that do NOT require bleed are: large format posters  
Examples of print jobs that DO require bleed are: everything else!
  - All files requiring bleed must have crop marks.

Artwork not supplied to our bleed and crop mark requirements may be liable to an artwork charge of £10 as our studio will need to add these manually.

# Setting artwork for particular jobs

## Indoor Banner Stands:

- With all banner stands there is a part of the graphic which is never visible. This part is always at the bottom and is called the leading edge and when designing you will need to allow for this. An extra 50mm is all that is needed eg. graphic size 2000 x 800mm would need to become 2050 x 800mm (it is the bottom 50mm that is never visible).

## PVC Banners:

- Please allow at least 40mm space from the artwork edge to allow for hems and eyelets. This will ensure any important text/images are not lost in the eyeletting process.

## Contour Cut Vinyl Stickers

- Stickers require a 0.25pt "keyline" to act as the cutting line, set this up in the print file.
- In illustrator create a spot colour called: "CutContour". Set the keyline to this spot colour.
- Transparencies and spot colours don't work together. When using the CutContour spot colour, all transparencies must be flattened within the job.

## Transparencies:

- If your artwork has transparencies, please ensure they are flattened before you send them to us.

*A classic example of a transparency is a drop shadow around an object or an opacity setting of less than 100%. Most problems occur when submitting designs created in the Microsoft office suit. However, illustrator files do not always handle transparencies for print particularly well. The flattening process can be handled within illustrator or Photoshop (but not within Microsoft Office).*

- If you are having trouble with any of the above, our design bureau may be able to help. We have a flat fee of £5 + VAT per file to solve the issues.
- PDF's that have been created using Microsoft Office are not classified as Press Ready PDF's and may be liable to the flat fee of £5.00 + vat

## CMYK or RGB:

- Do not use RGB colours in full colour jobs as the result in colour may not be as expected once converted to CMYK for print.

## How to send files to print

All files can be sent as attachments through email up to approx 15mb. Over this size we recommend using a file transfer website such as [www.wetransfer.com](http://www.wetransfer.com)

