

Artwork Guidelines

Accepted File Types

- Adobe Illustrator CS5 (ai/eps) *preferred*
- Adobe InDesign CS5 (ind)
- Adobe Acrobat (pdf)
- Adobe Photoshop (psd/tif/eps...)
- QuarkXpress (qxd)

Sending Files to Us

You can supply files to us in a number of ways;

- CD or DVD posted to our Lowestoft address below
- Email (maximum file size of 10MB)
- DropBox - visit <http://dropbox.yousendit.com/StudioSSDM387364> - (maximum file size of 2GB)
- FTP (please contact us for an account)

Layouts

Where possible setup the design as vector (line drawing) as this allows scaling without loss of quality. Try to supply your artwork as CMYK at full size or to scale (e.g. 1:10, 1:20 etc) and let us know what the finished size should be in mm (width x height). If you are using specific effects or plug-ins please flatten/expand/rasterize the applicable areas.

Please supply either a printed copy or PDF of the final design for us to check the layout against.



Typefaces

Outline any text and strokes in your document. If we are to make any changes to the text content then the font will need to be supplied to us as Opentype, TrueType or Postscript.

Colours

Advise us if the colours of your design are important (e.g. if the logo should be certain colours). Please supply colour references from the Pantone® library. These references can be supplied within the artwork. If no references are supplied we will print using the CMYK values set up within the file. It would also be beneficial to supply us with a hard copy of any colour correct prints you may have.



Much confusion surrounds the use of Pantone colours and CMYK values - any CMYK values you may have had success with in the past are device dependant (meaning they are only applicable to the printer & calibration used at that time). Our digital printers are calibrated to give the best colour representation on each material and therefore the values you may have used previously may give a different result when we print it. We will convert any supplied Pantone colours into the relevant CMYK makeup appropriate for our machines to give the best result possible.

Images

Any images placed into the layout must be linked and supplied separately. Our preferred image format is Photoshop EPS, layered images should be supplied as PSD files as well as supplying the flattened version.

To get the best results from our printers the resolution of your images should be as high as possible and ideally no less than 50ppi at finished size. This should be the resolution of the original image, manually increasing the resolution will not result in better quality.

Please bear in mind the viewing distance of the final graphic, as a lower resolution image may be acceptable on a large moving trailer whereas a high resolution image (100ppi or above) will be needed for point of sale graphics.

Image Sizes

To determine whether your image is of suitable resolution refer to Document Size (left-hand value) within Photoshop, as shown opposite;

- Typical examples;
- 13m x 2m graphic (minimum resolution of 25-50ppi) = Approx. 70-300MB
- 4m x 1m graphic (minimum resolution of 50-100ppi) = Approx. 50-200MB
- 1m x 1m graphic (minimum resolution of 100-150ppi) = Approx. 50-100MB

Saving

When saving as EPS use JPEG compression (MAX quality) as this will lower the file size, without producing any noticeable loss of quality, also tick Image Interpolation (shown opposite);

Screenprint/CAD-Cut

It is a requirement of screenprint and cad-cutting that artwork be setup as vector, therefore any fonts must be outlined.

