

# Artwork Specification Guide

## 1. Producing your own artwork suitable for printing

### 1.1. File formats

- 1.1.1. Adobe PDF is our preferred choice of artwork delivery because it produces a small compressed file size and contains all the font information for the print. When saving the PDF select output as high resolution and ensure that the design is created at a resolution of at least 180dpi. We can also accept several other print formats but it is wise to contact the studio for advice. Very often Adobe PDF files can be emailed to us which cuts down time. Always supply a low resolution jpg image which we can use to ensure that no text or images are missing from the PDF reconstruction.
- 1.1.2. When saving files in Illustrator all text should be converted to outlines to eliminate font problems. When saving the file, export as an EPS and note the scale factor used. It is also a good idea to provide your original source files in case we need to make any modifications prior to print. A good alternative is to produce a TIFF file format which also works well. Please note that the file sizes will be large and will need to be delivered by CDROM.
- 1.1.3. Always supply CYMK format (as opposed to RGB).

### 1.2. Scaling

- 1.2.1. The ideal resolution for producing excellent graphics is 180dpi at full size. Resolutions as low as 100dpi will be acceptable.
- 1.2.2. Freehand and Illustrator allow you to work at 100% for most requirements but in Quark Xpress please use either 50% or 25%.

### 1.3. Print areas

- 1.3.1. Each product has an accompanying data sheet defining the artwork dimensions. Please note that roller banners have a leader which must be accounted for on the artwork.

### 1.4. Bleed and cut marks

- 1.4.1. It is good practice to allow a 5mm bleed at full size on each edge. Add full size cut marks to assist in cutting the graphic.

## **1.5. Multiple Panels.**

- 1.5.1. On systems (pop-ups and graphics walls) that have multiple panels fitting together vertically please place the text breaks over the panel joins. This will help hide any slight misalignment when they are put up.

## **1.6. Sending the artwork**

- 1.6.1. Preferably send the artwork to us on CDROM. This is the safest and most reliable way. PDF files may be sufficiently small enough to email. If the file size is greater than 20Mb, then send us a CD.
- 1.6.2. If necessary add a text file containing any special notes for the printer.

## **1.7. Colour Matching**

- 1.7.1. Please note that it is not possible to match colours exactly as there are always variances in media and inks. These are accurately profiled to the printer to give reasonably good colour matching.
- 1.7.2. Any precise colour requirements (such as logos, corporate colours etc.) must be stated at the job onset. Always send a colour proof where colour matching is required. (It may be necessary to match colours with a laser photographic process offering a resolution of 4000dpi and a wider colour gamut. This process is more expensive).

## **1.8. Help and advice**

- 1.8.1. Call: 01536 203330 asking for Steve Smith for advice and further information.

## **2. Asking us to prepare the artwork for you**

- 2.1. We can design and prepare the artwork for you eliminating the need for you to commission an additional design consult. We will guarantee compatible artwork for the print process.
- 2.2. You will need to submit a design brief describing the objectives of the artwork and highlight any important aspects.
- 2.3. You will need to identify any fonts or logos that will need to be used and specify any special colours that will require careful matching.
- 2.4. Once we have received the design brief, our in-house designer will prepare a concept statement when all components for the project have been identified. A price for the complete work will be quoted. There will be a minimum charge of £60 even if the project is stopped at the concept stage.

- 2.5. It may be necessary to purchase artwork from 3<sup>rd</sup> party suppliers, such as the Hulton Getty Picture Collection. Additional charges will be identified in the concept statement.
- 2.6. The designer will begin work when the concept statement has been agreed. The designer will then produce the draft artwork as a PDF document for your approval. Communication will be sent via email.
- 2.7. One hour of design time has been allocated for refinement and modification but beyond this, additional design time is charged at £35/hour at the concept stage. You will be notified if additional charges will be incurred.

### **Typical design prices**

Banner system	:£105 to £175
Popup system	:£350 to £525

Actual design costs can vary significantly.

## **3. Printed Artwork Specifications**

We will contact you with exact dimensions for the display system you have chosen.

*Copyright **run**visual September 2006*