

Supported Packages/Artwork Guidelines:-

Please read the following guidelines and if you have any queries please don't hesitate to call us.

PREFERRED SUPPORTED DESIGN PACKAGES:-

InDesign CS3 (and below) -

Job should be packaged (use "package" under the "file" menu) to include all fonts, images (saved as CMYK and 100dpi at size of output or 200 dpi at half size, 400 dpi at quarter size etc) and with bleed (see relevant online artwork spec for your chosen product)

Quark 7 (and below) -

Job should be collected for output (use "collect for output" under the "file" menu) to include all fonts, images (saved as CMYK and 100dpi at size of output or 200 dpi at half size, 400 dpi at quarter size etc) and with bleed (see relevant online artwork spec for your chosen product)

Adobe Photoshop CS3 (and below) -

Saved as JPG or TIFF and in CMYK colour mode. Files to be 100dpi at size of output (200 dpi at half size, 400 dpi at quarter size etc) Bleed should be added (see relevant online artwork spec for your chosen product) If you are saving your work as a JPG (which is a compressed file format) higher compression = lower quality files and vice versa. Use High Quality or Maximum Quality to avoid JPG 'artefacts' in your artwork. If you are including text in your PhotoShop document the dpi needs to be slightly higher at 130dpi at size of output.

We also support:-

Adobe Illustrator CS3 (and below) -

Saved as an EPS file and supplied with all linked images (saved as CMYK). Fonts/type should be converted to outlines, if you are not supplying them, and with bleed (see relevant online artwork spec for your chosen purchase - poster/banner stand etc)

PDF -

Original artwork prior to PDF being created to have any imported/embedded bitmaps in CMYK colour mode. If supplying artwork in PDF format ALWAYS ensure that the "embed fonts" option is selected and that a "High Quality" option is chosen (not "PDF for email" for example)

To supply artwork in a package that isn't listed here see if your design package will let you export your work as a hi-res PDF or hi-res JPEG

SENDING ARTWORK:-

Uploading:-

If uploading more than one file (several JPGs or a collected InDesign job for example) place everything together in one folder and either:-

PC Users:- Create a zip file of it (right click on your folder and choose "send to" then "compressed (zipped) folder) and then upload your zipped folder which should have appeared next to your original folder (the folder icon for that new file will have a little zip on it)

MAC Users:- Compress your artwork folder (right click on your folder and choose "compress 'your folder name'") and then upload your zipped folder which should have appeared next to your original folder and has a .zip extension (the folder icon for that new file will have a little zip on it)

Artwork can also be supplied via CD, DVD and Flash/Pen Drive

ARTWORK NOTES:-

Fonts

- i) Unless you are sending a JPG/TIFF or a PDF with embedded fonts please ensure that any typefaces are supplied with the job.
- ii) If bold or italics are needed make sure the correct font is used and don't use the bold/italic options from the menu bar.
- iii) If using Quark or InDesign, "collect for output" or "Package" is the best way to ensure that all the correct fonts are supplied.

Sizing

- i) Please ensure objects are correctly positioned to page edges and / or each other as 1mm discrepancy on a quarter size document becomes 4mm at final output size and while perhaps not visible on the Quark/InDesign document it will be glaringly obvious on the finished artwork
- ii) Files should ideally be generated at full / half / quarter or tenth size. Scalings like third or seventh size make accurate sizing (and matching up in the case of pop-ups) difficult

Photos/Images

All images whether supplied as individual JPGs/TIFFs or dropped into Quark/InDesign documents MUST be :-

- i) in CMYK colour mode,
- ii) the correct resolution/file size - this is 100dpi at size of output (or 200dpi at half size, 400dpi at quarter size etc)
- iii) if you have produced text in Photoshop or other bitmap based design package please work at a higher resolution of 130dpi at size of output (or 260dpi at half size, 520dpi at quarter size etc) This should ensure that any text in your file prints legibly and without rough edges
- iv) please try to keep to the recommended dpi as undersize files will produce a lower quality final print and grossly oversized files will not improve print quality but merely slow down production.

Colours

- i) Whatever your design package please ensure that the colour mode is CMYK not RGB
- ii) Please note that many Pantone colours cannot be accurately reproduced in CMYK so if an accurate match to a Pantone colour is required please order a hard copy proof to be posted to you (please note that adding a printed proof to your order will add an extra day or two to production times)
- iii) Due to the nature of inkjet printers and their media (inks & paper coatings) we cannot guarantee a 100% colour match on any reprints - this applies to work previously produced either by ourselves or your previous suppliers

Proofs

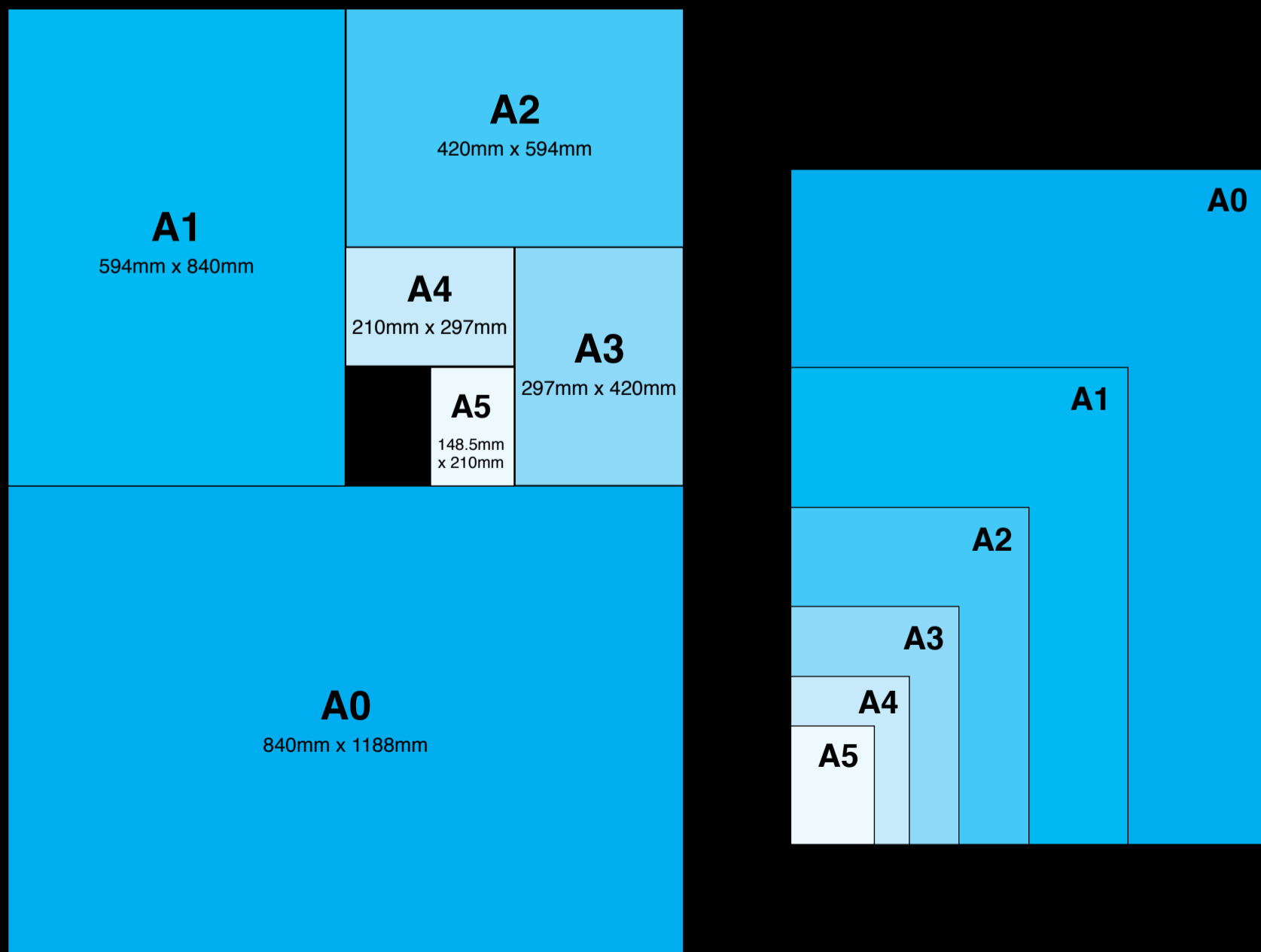
A PDF proof will be supplied to you via email to check layout prior to printing (this will also give a guide to how the colours in your document will reproduce) However, due to the variation in monitors and displays, if colours need to be checked accurately then please order a hard copy proof to be posted to you (please note that adding a printed proof to your order will add an extra day or two to production times)

When designing your work be try to be aware of positioning of images/text in relation to the following:

- i) The floor - if you are buying a floor standing product text/images near the floor won't have as much impact as those at eye level
- ii) The edges - text too close to the edge of your design can look uncomfortable. Also, if you re having a framed product potentially the edges of your prints may be hidden behind the frame and in the case of some popup stands be aware of what is needed to be visible from the front of the stand
- iii) Joins - try not to have small text being split by joints where multiple graphics are used to create the overall display (ie Popups). Although butting up closely, text will look better if not split - this will also make it easier to line up your graphics when erecting your stand

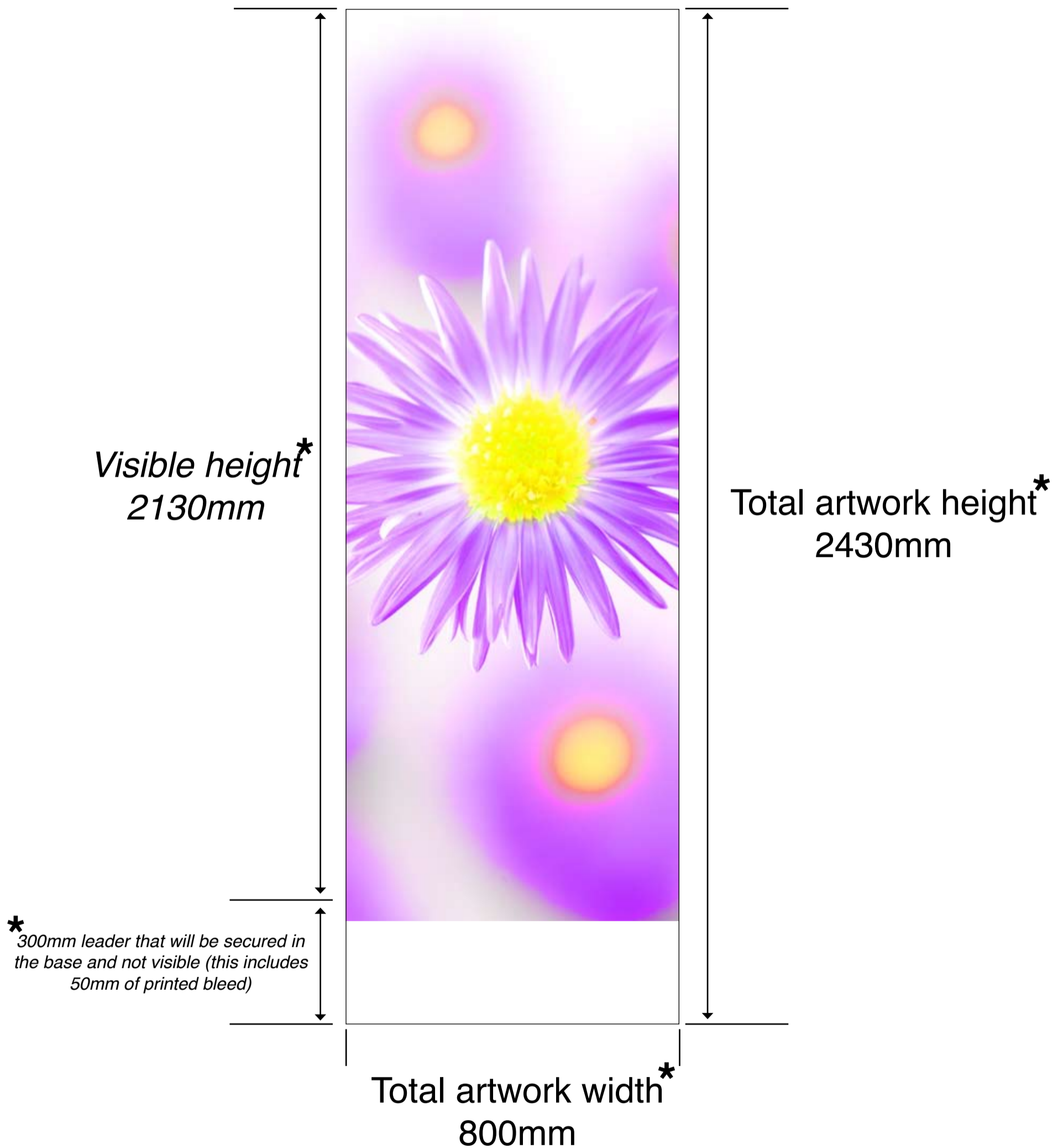
To supply artwork in a package that isn't listed here see if your design package will let you export your work as a hi-res PDF or hi-res JPEG and refer to the PDF requirements earlier in this guide.

'A' Sizes Guide



Roller Banner Stand example artwork

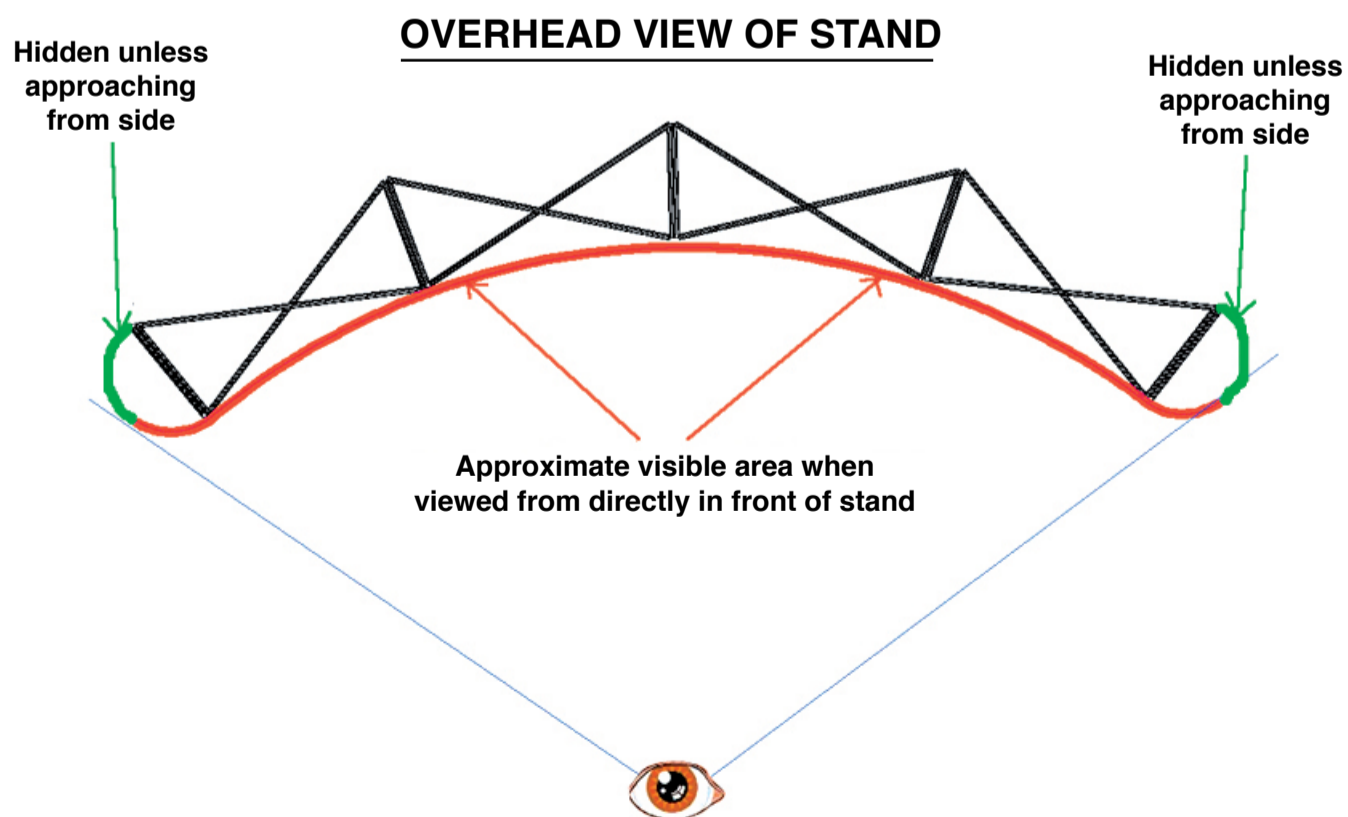
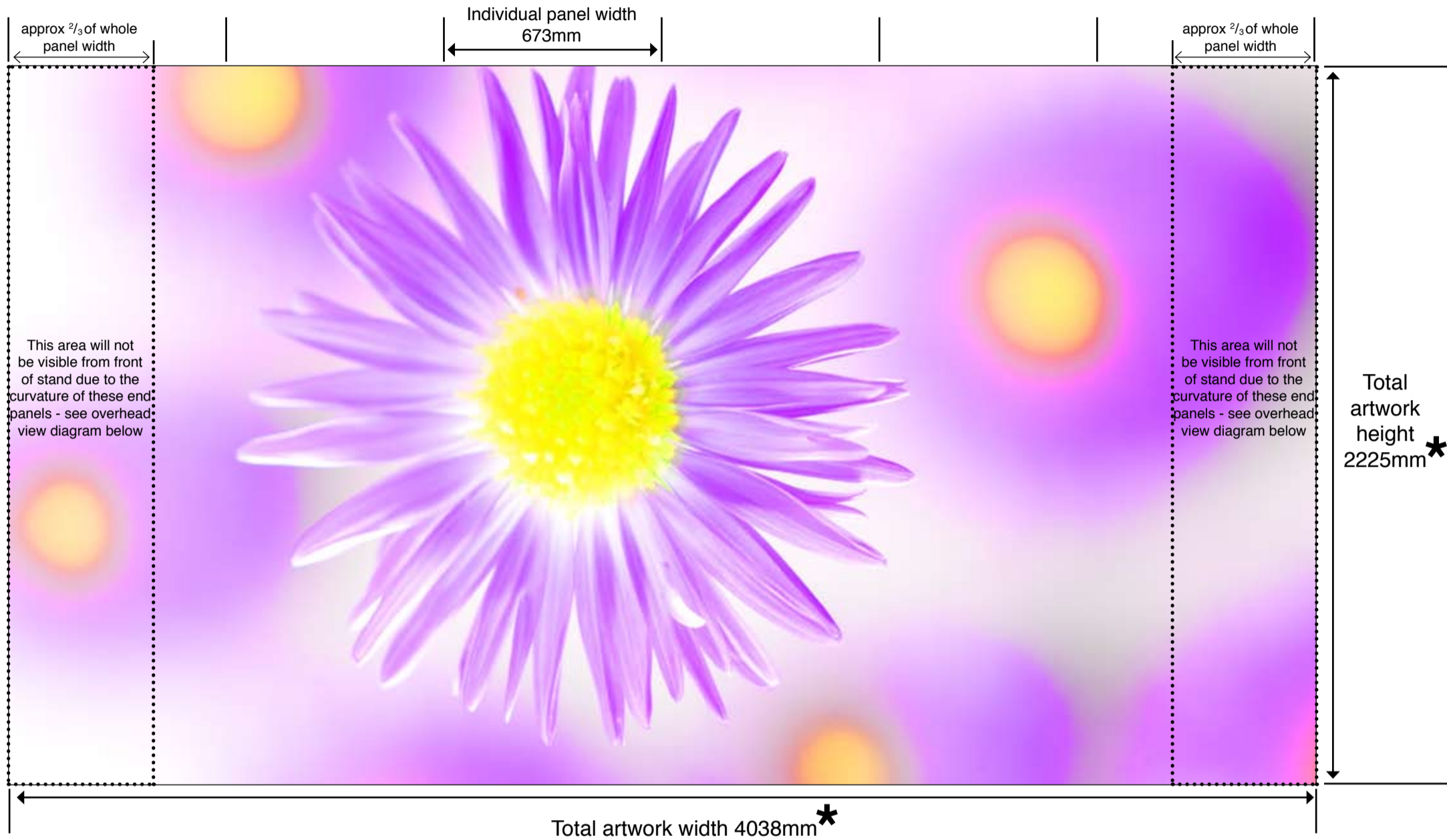
(This example is for the EXCALIBER - Please see specs for your chosen banner in the order area for exact sizes as these will vary from stand to stand)



*** All these sizes are for artwork created at full size
- artwork can be created at half or quarter size if necessary**

Popup Stand example artwork (1)

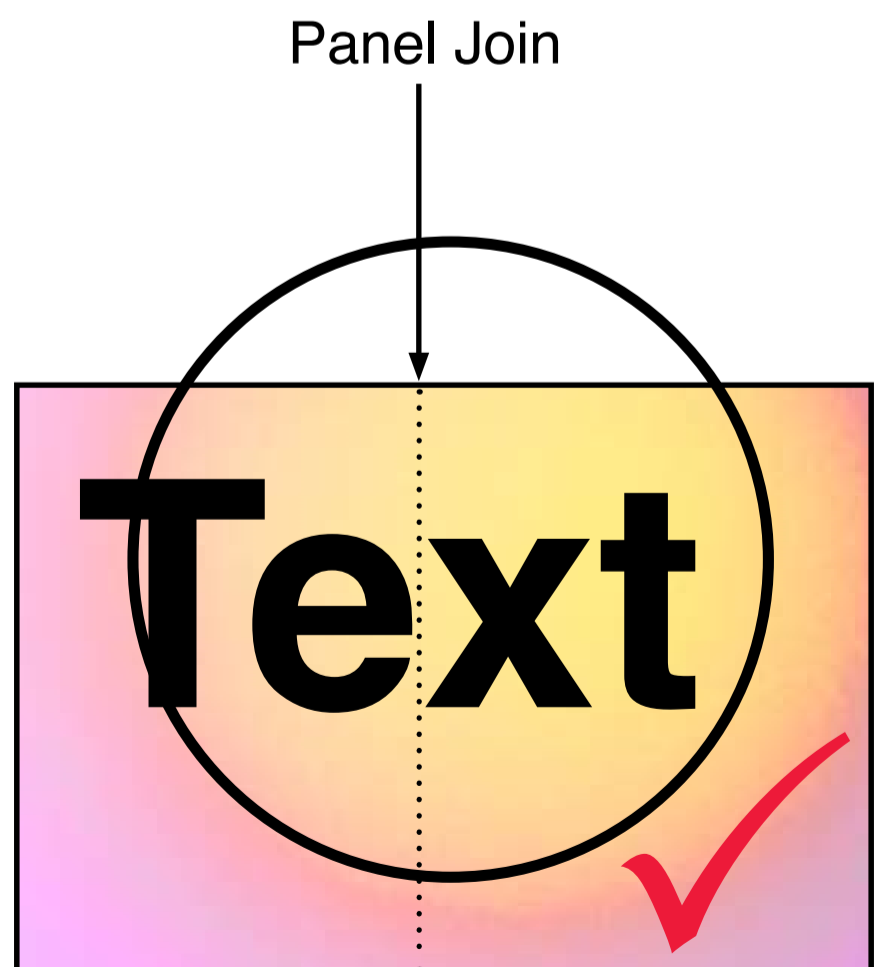
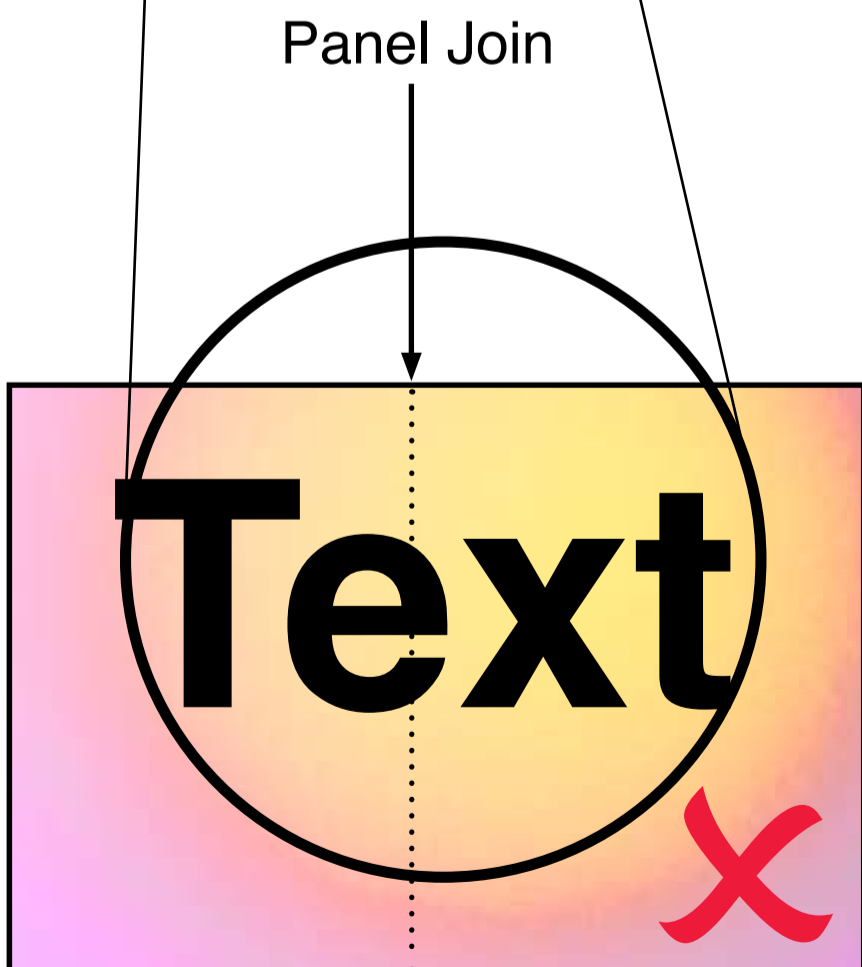
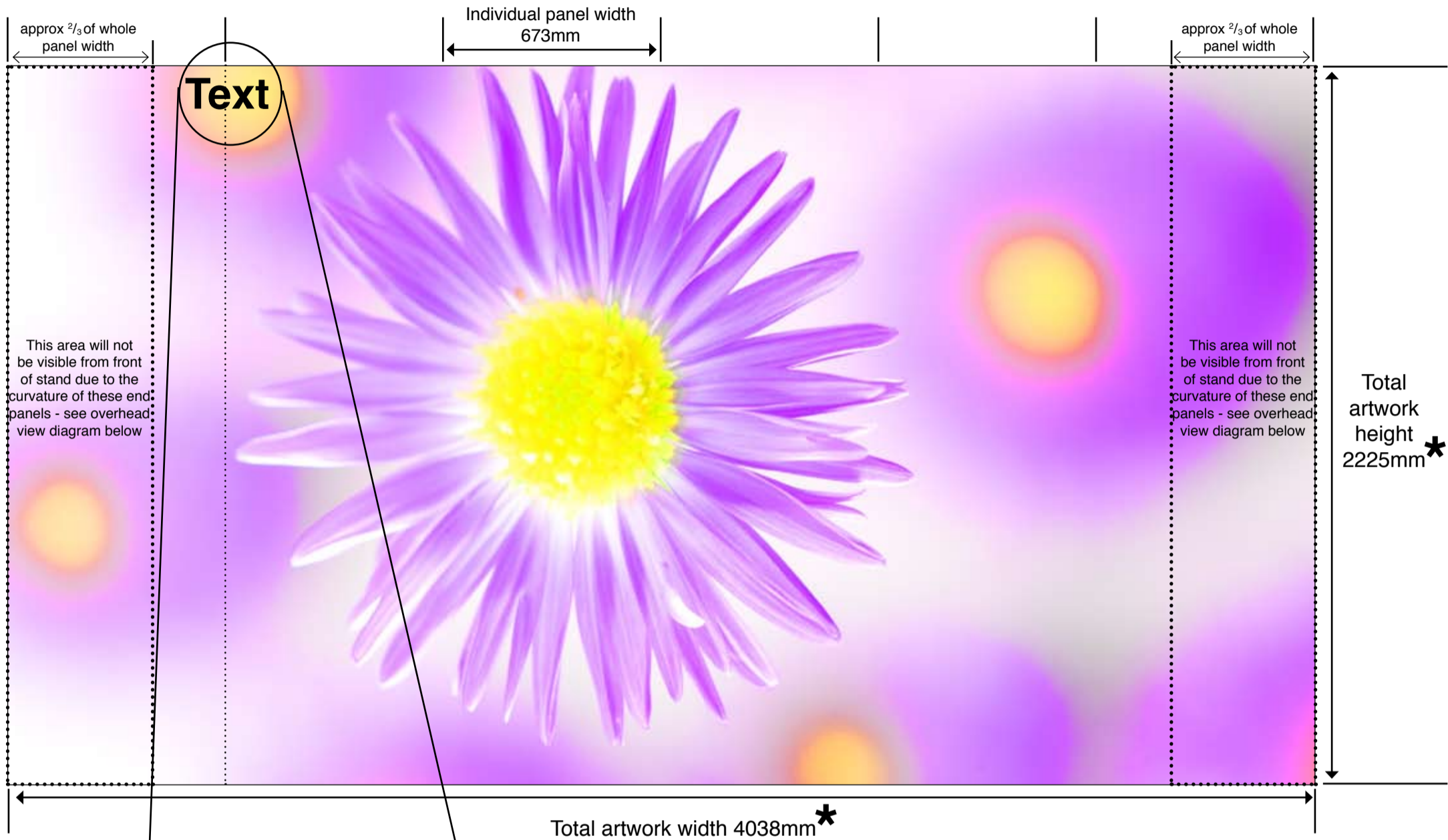
(This example is for the 3x4 EVOLUTION QUICK - Please see specs for your chosen popup in the order area for exact sizes as these will vary from stand to stand)



*** All these sizes are for artwork created at full size
- artwork can be created at half or quarter size if necessary**

Popup Stand example artwork (2)

(This example is for the 3x4 EVOLUTION QUICK - Please see specs for your chosen popup in the order area for exact sizes as these will vary from stand to stand)



Where possible have text spanning joins and not have individual letters being split over adjoining panels