

# ARTWORK SETUP

## GENERIC REQUIREMENTS FOR DIGITAL PRINT

### PDF IS OUR PREFERRED FORMAT

Our recommended artwork format is PDF. Most design software should allow the export of your file in this format. If you cannot supply artwork as PDF, we can also accept JPG, TIFF, EPS, AI, PSD, PNG, SVG formats.

### IMAGE SIZE/SCALE

If possible, please set your image at the size it is to be printed at. If this is not possible, you may set your image at a reduced scale providing it is proportional to the required finished size. If setting your artwork at a reduced scale, please name the file to reflect the scale it is set at (for example 'Banner 1 25% Scale').

### ADD BLEED AND CROP MARKS

Files for large format printing (A0 size and above) should ideally contain a minimum of 7mm of edge bleed and crop marks.

Files for small format printing (A0 size and below) should have 3mm of bleed and crop marks.

If you cannot set your artwork with bleed, our studio can usually create 'virtual bleed' by mirroring the outer pixels of your artwork file.

### CMYK COLOUR MODE

All supplied artwork files should be provided in CMYK colour mode.

Any artwork that uses colour other than CMYK (including RGB or Pantone artwork) will be converted to CMYK prior to printing as part of our standard file preparation process. Be aware that colours may vary from their original colour when converted due to differences in colour gamut. For this reason, we strongly recommend designing artwork using only CMYK colour mode to begin with so as to avoid any unintended printed results.

### EMBED LINKED IMAGES

If you create artwork in an application such as Illustrator, InDesign or any other application that uses 'linked' images, you should 'embed' the images into the document prior to saving the file. Embedding any linked images will allow us to open the file in the native application if we need to.

### CONVERT FONTS TO OUTLINES

Before saving your file, we recommend converting any text in the document to 'outlines'. Doing so means that we can open the file in the native application if we need to without fonts substituting.

### FILE RESOLUTION

We recommend for large format printing (documents exceeding A0 size) artwork should be set at 150dpi as a minimum. For files smaller than A0 size we recommend setting artwork at 300dpi as a minimum. If you are setting artwork at a reduced scale, ensure that you increase the resolution of your file to compensate for any enlargement in the print process.

### IMAGE QUALITY

Whether image quality is OK or not is a subjective issue. What is acceptable to one person might not be acceptable to another. For this reason, we cannot advise if the quality of any supplied artwork is 'good/bad' or 'OK/Not OK'. This question very much depends on the customer's own standards and expectations. We recommend that you zoom in and check the quality of any artwork you supply thoroughly before sending it to us. This way, you can verify that the quality is OK for our own standards and expectations.

