

Digital Artwork Guidelines for Inkjet Printing

Different printing stocks may cause variations in colour matching.

Software Supported

Supply layouts in Quark, Illustrator or Freehand for Apple Macintosh.

Artwork Size

Supply artwork for each panel to scale, at 25% of the final output size. Please refer to the PDF's for specific dimensions on each display.

Scans

Any scans should be supplied same size to the picture box within Quark.
i.e. if the picture box is 200 x 500mm then the scan should be that size and placed into Quark at 100%. Please **DO NOT** enlarge any scans bigger than 120%. All scans to be 300dpi resolution, CMYK, saved as TIFF, EPS.

Fonts

Supply all fonts used in the artwork. Use only Postscript Type 1 fonts. Include any embedded fonts within imported Illustrator files. Where possible save fonts as outlines. **DO NOT** use Truetype or Multiple Master Fonts, we cannot RIP them and will not be able to print your banners.

Bleed

Add 2mm bleed to layouts.

Matching Pantone Colours

Because the banners are printed CMYK we cannot match Pantone colours exactly, however in practice we can get very close to the majority of Pantone colours. In critical situations *e.g.* matching a corporate colour, we prefer to supply colour proofs for approval. Please allow an extra 2 – 4 days to process and deliver.

Radial Fills in Illustrator or Freehand

These fills take a long time to RIP please allow an extra 1 – 3 days for printing depending on quantities.

Supply Colour Proofs

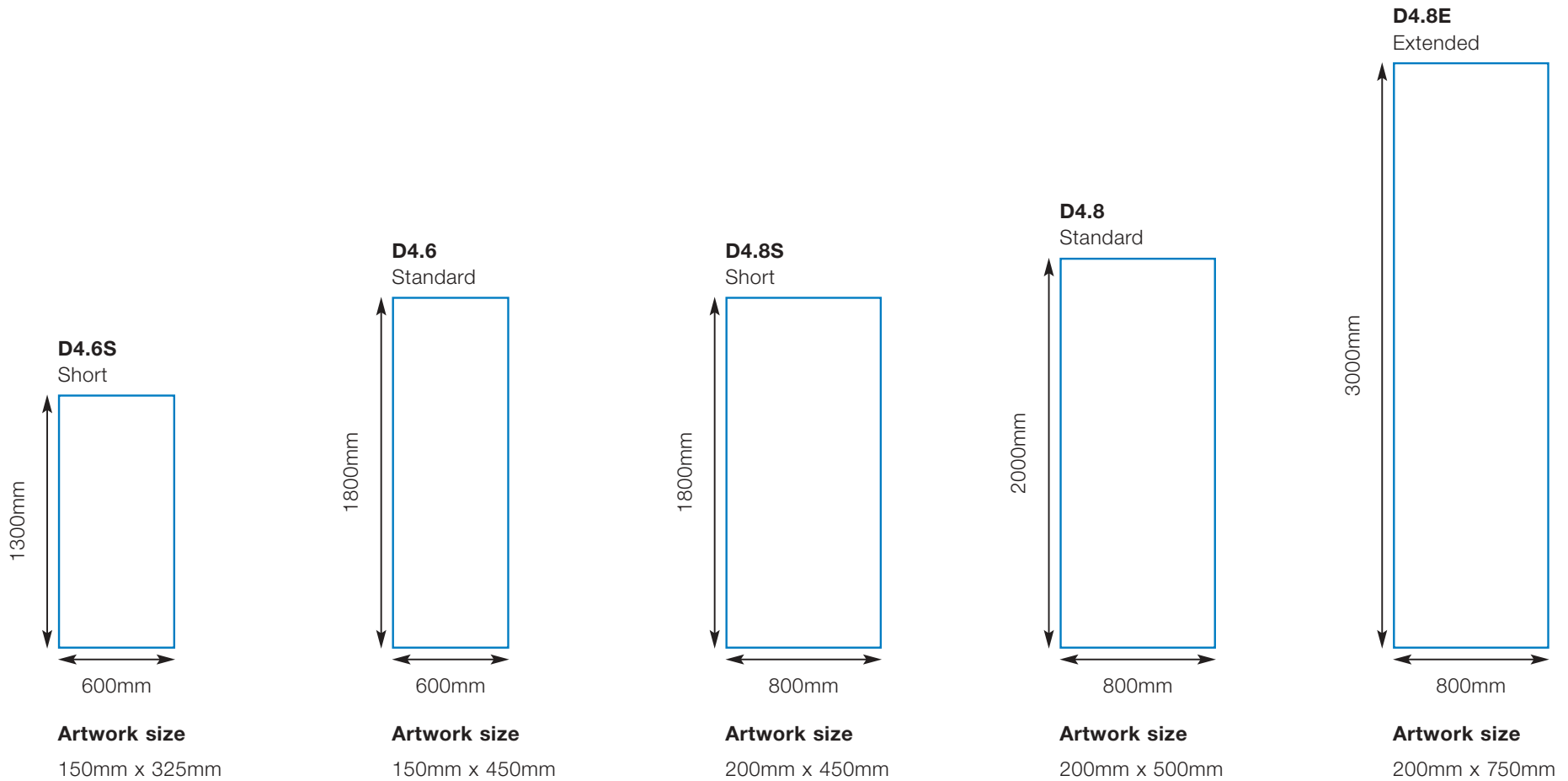
The banners are printed on CMYK inkjet machine to achieve the correct colour balance it is essential that we receive accurate colour proofs or swatches to match to. Colour run outs can be provided to check colour balance. Please allow an extra 2 – 4 days to process and deliver.

How to get artwork to us

Send it by courier or special delivery on a Mac formatted Zip or CD. **DO NOT** post artwork to us using the normal mail.

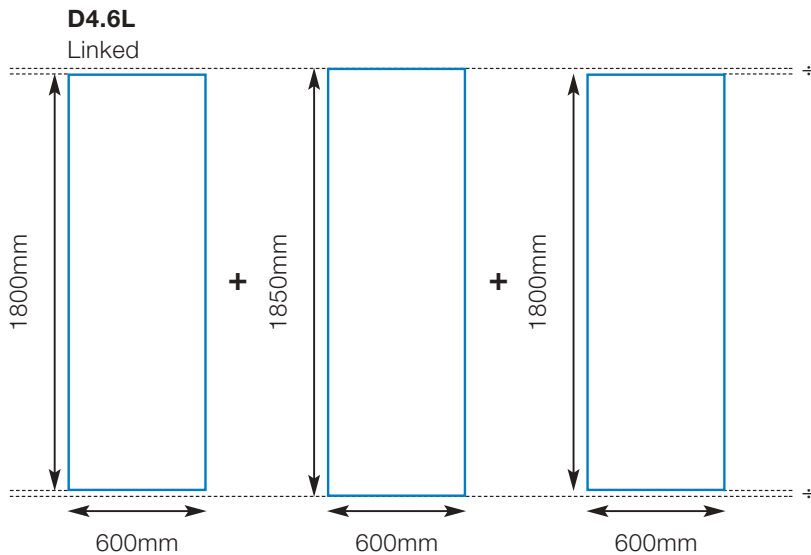
Digital Artwork Guidelines – Single Banner Specifications

All artwork files for each panel should be supplied at 25% of the finished dimensions described below.



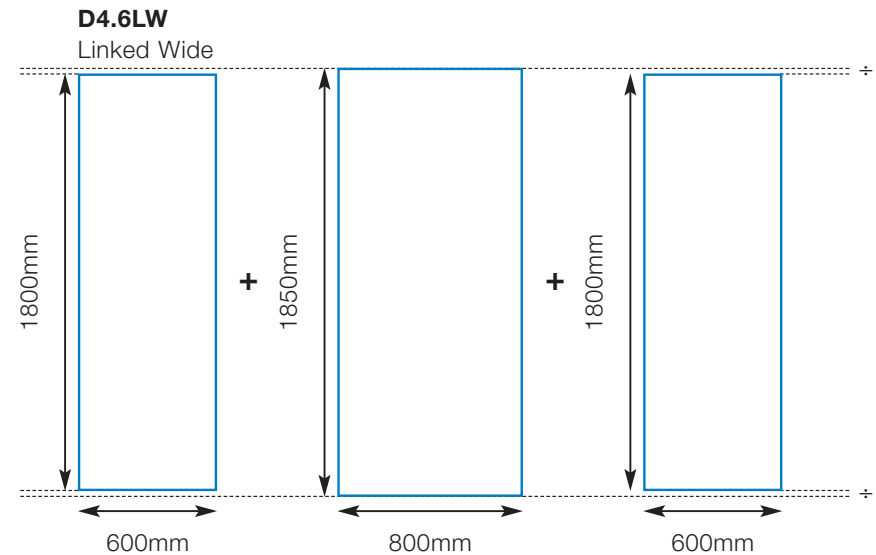
Digital Artwork Guidelines – D4.6 Standard Linked Banner Specifications

All artwork files for each panel should be supplied at 25% of the finished dimensions described below.



Artwork sizes

150mm x 450mm 150mm x 462.5mm 150mm x 450mm



Artwork sizes

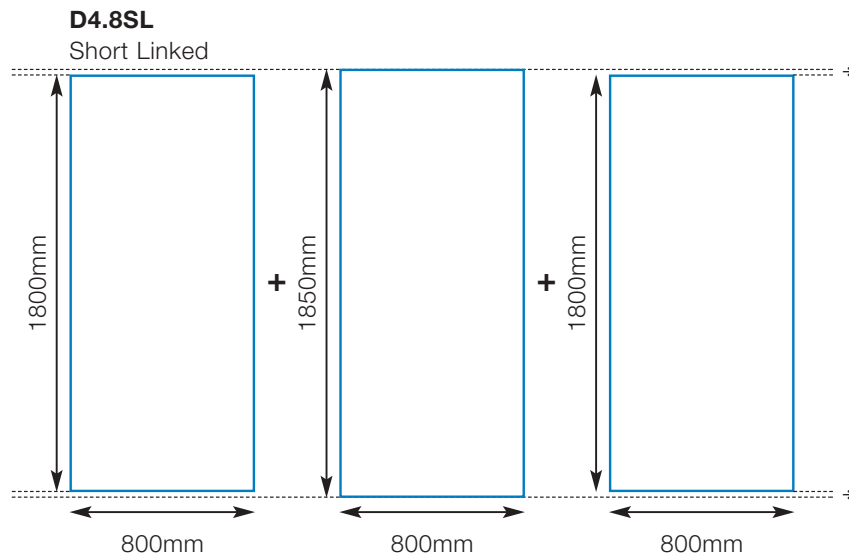
150mm x 450mm 200mm x 462.5mm 150mm x 450mm

NB: When aligning graphics across all three panels, the centre panel starts 25mm higher than the two external panels.

Key: ÷ = 25mm

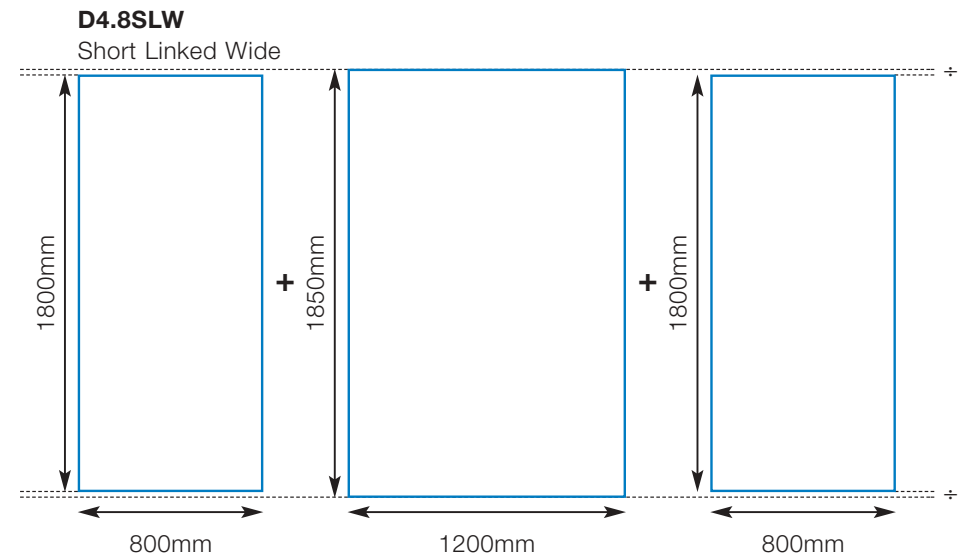
Digital Artwork Guidelines – D4.8 Short Linked Banner Specifications

All artwork files for each panel should be supplied at 25% of the finished dimensions described below.



Artwork sizes

200mm x 450mm 200mm x 462.5mm 200mm x 450mm



Artwork sizes

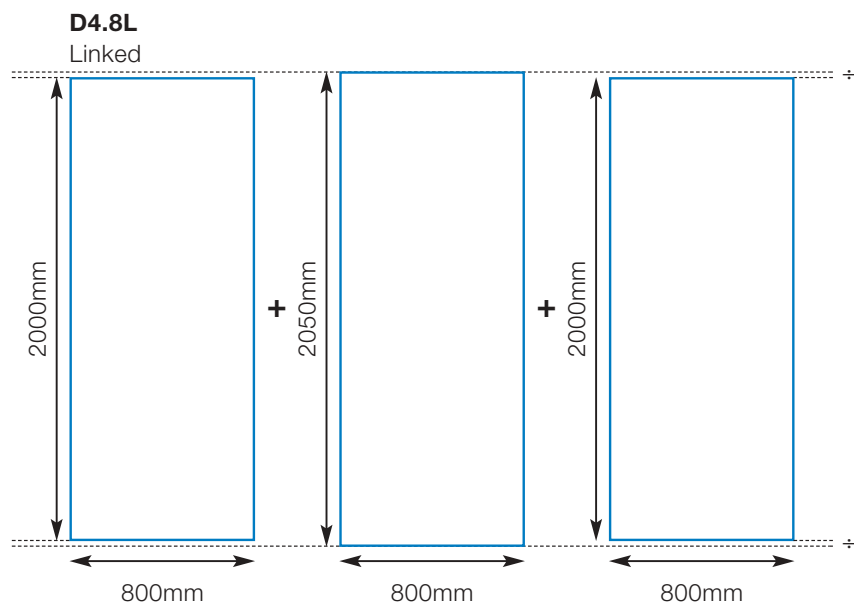
200mm x 450mm 300mm x 462.5mm 200mm x 450mm

NB: When aligning graphics across all three panels, the centre panel starts 25mm higher than the two external panels.

Key: ÷ = 25mm

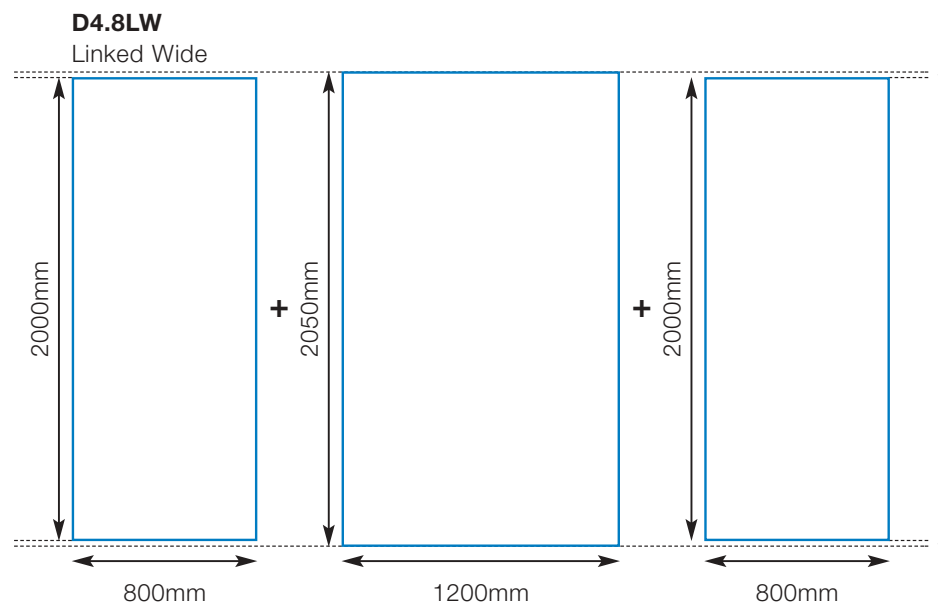
Digital Artwork Guidelines – D4.8 Standard Linked Banner Specifications

All artwork files for each panel should be supplied at 25% of the finished dimensions described below.



Artwork sizes

200mm x 500mm 200mm x 512.5mm 200mm x 500mm



Artwork sizes

200mm x 500mm 300mm x 512.5mm 200mm x 500mm

NB: When aligning graphics across all three panels, the centre panel starts 25mm higher than the two external panels.

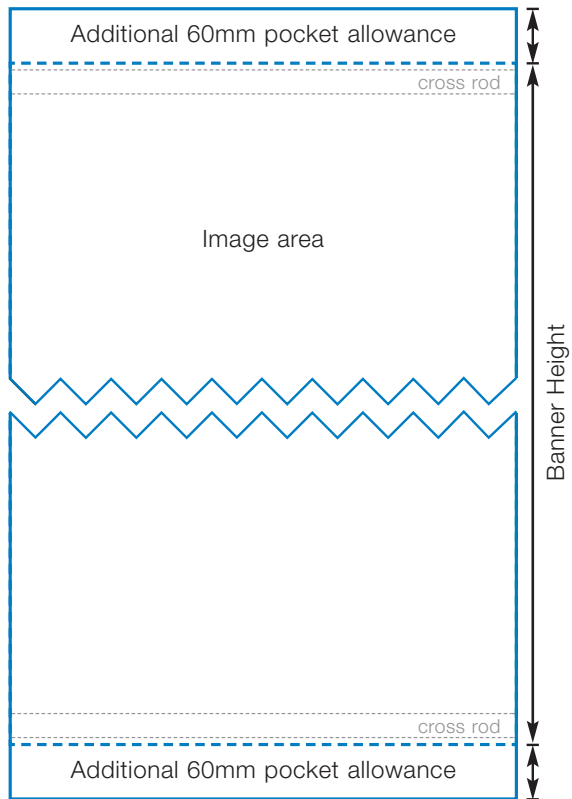
Key: ÷ = 25mm

Digital Artwork Guidelines – Instructions for Printers

When outputting Artwork to Inkjet printers add an extra 60mm on either end for creating the cross rod pockets.

Example:

How to make up a standard D4.8 Banner



Step 1:

Apply double sided tape and fold over excess



Step 2:

Insert cross rods

