

Digital Artwork Guidelines for Inkjet Printing

Different printing stocks may cause variations in colour matching.

Software Supported

Please supply layouts in QuarkXpress v4.x, Adobe Illustrator, InDesign and Photoshop for the Apple OS9 or OSX.

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.

Bleed

Add 2mm bleed to layouts.

Scans

Any scans should be supplied 100% at size in the picture box specified within Quark/InDesign. *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 115%. All scans to be minimum 300dpi resolution, 8-bit CMYK colour space, saved as .TIF, .EPS.

Fonts

Please supply all fonts used in the artwork. Use only Type 1 Postscript fonts. Include any embedded fonts within imported Illustrator files. Where possible save fonts as outlines in Illustrator. **DO NOT** use Truetype (Type 3) or Multiple Master Fonts, as they fail to RIP (process) and we will not be able to print your job.

DO NOT use font embellishment (artificially boldening, italicising, outlining etc.) in QuarkXpress, InDesign, Illustrator or PhotoShop.

Solid Colours

Please specify all solid colours as Pantone references.

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 *i.e.* matching a corporate colour, we prefer to supply colour proofs for approval. Please allow an extra 1–2 days to process and deliver.

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 1–2 days to process and deliver.

How to get artwork to us

Physical Delivery

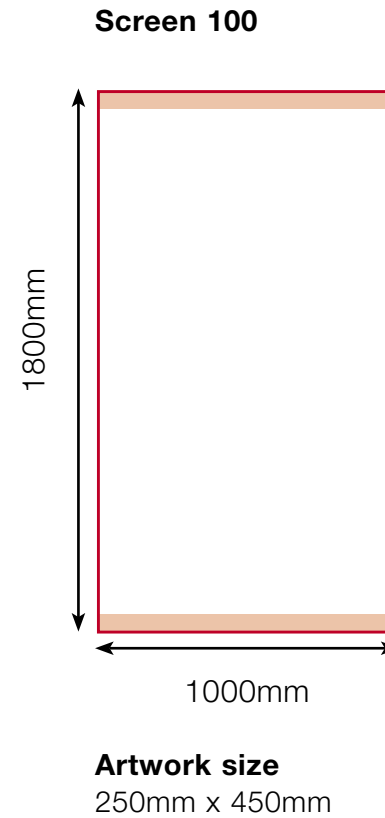
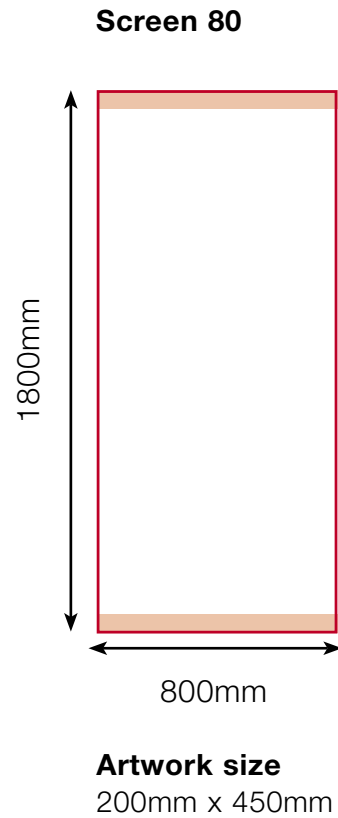
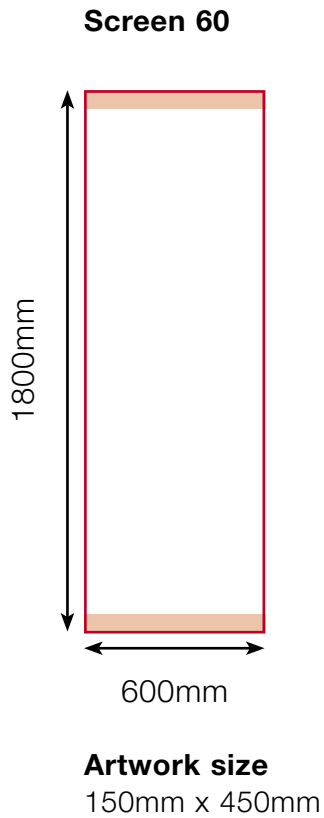
Send it by courier or special delivery on Apple formatted Zip100 or CDR/CDRW.

DO NOT post artwork to us using the normal Royal Mail services.

Digital Artwork Guidelines – Single Banner Specifications

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

Non-safe type areas: where the pocket is formed. Located 60mm in from top and bottom edges.

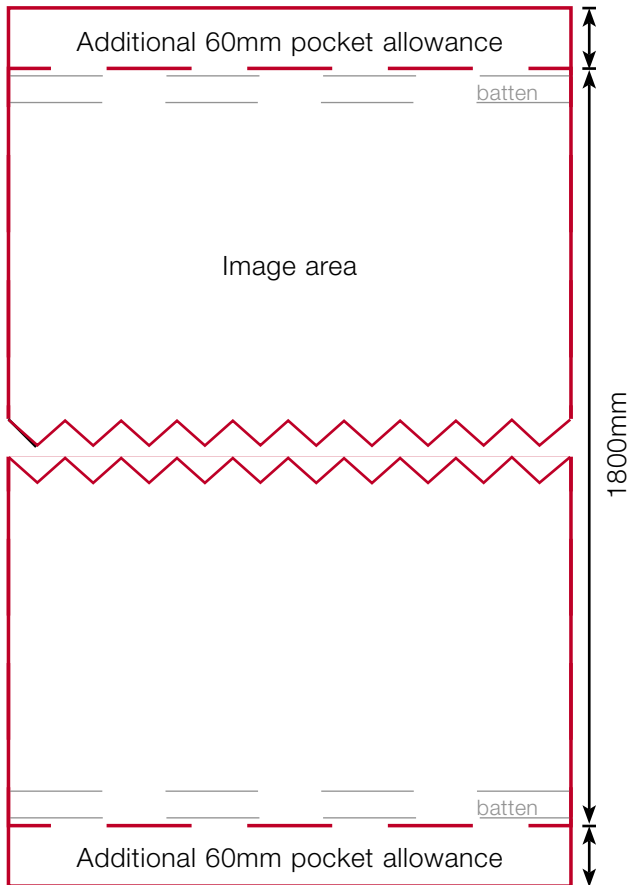


Digital Artwork Guidelines – Finishing Instructions for Printers

When outputting Artwork to Inket printers add an extra 60mm on either end to create pockets for the battens.

Example:

How to make up a Screen 60 banner.



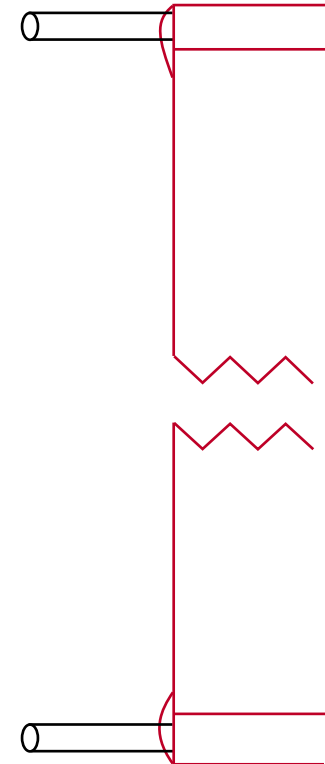
Step 1:

Apply double sided tape and fold over excess



Step 2:

Insert cross rods



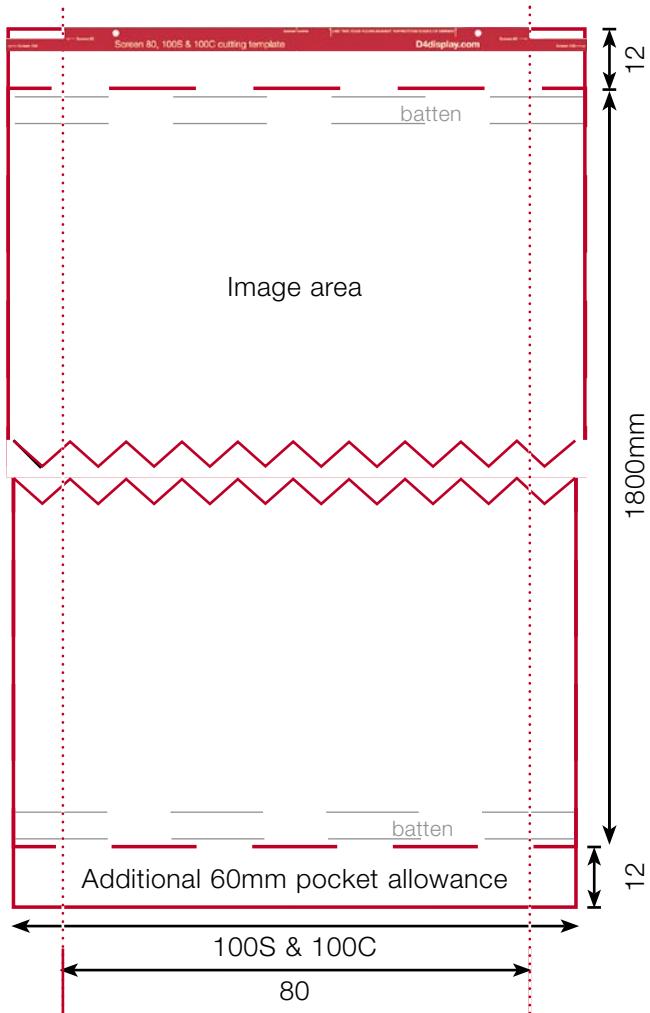
D4[®] Screen 80, 100S & 100C

Digital Artwork Guidelines – Finishing Instructions for Printers

When outputting Artwork to Inket printers add an extra 60mm on either end to create pockets for the battens. Always use the correct cutting template (please call us for one).

Example:

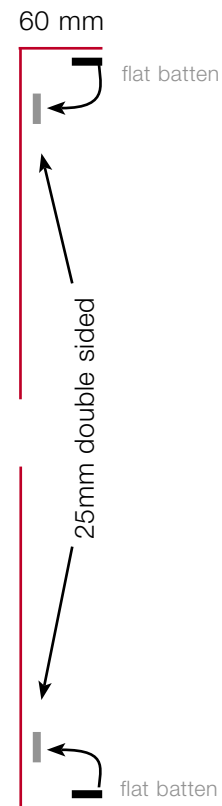
How to make up a Screen 80, 100S and 100C banners.
Use the D4 Cutting template to cut holes correctly:



Always use the correct cutting template

Step 1:

Apply double sided tape and fold over excess



Step 2:

Punch hole in pockets
Insert flat batten

