ARTWORK GUIDELINES

To ensure the optimum print quality it is important that artwork files are designed and formatted correctly. This guide will provide all the information you need to produce perfect prints!
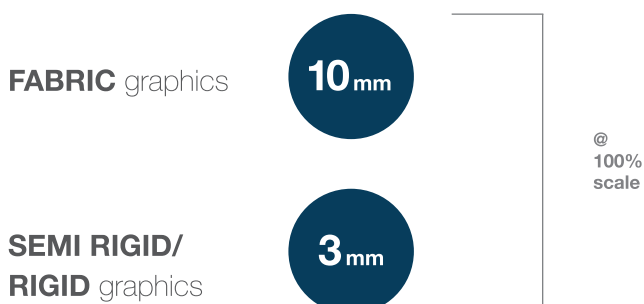
This page will explain the basics, but please read on for more in-depth information.

Artwork
Scale

Artwork files should be designed to the following proportions in relation to the final panel size:

100% / **50%** / **25%**

Print ready
PDF

All artwork should be supplied in print-ready, **high resolution PDF files** with **NO CROP OR BLEED MARKS**. Each panel should be an **individual file** or should be a **seperate page of a multiple page PDF**. The **file name** of the **PDF** file should correspond with the panel information as supplied in your **panel plan**.

Production
Bleed

PDF files should have the following production bleed settings embedded within the file/s:

FABRIC graphics — **10 mm**
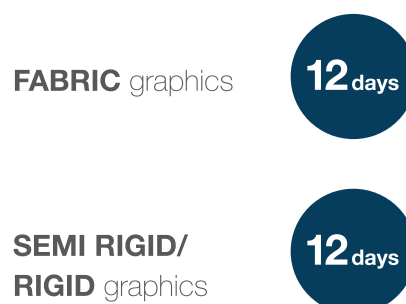
@ 100% scale

SEMI RIGID/ RIGID graphics — **3 mm**

Lead
Time

Once the artwork has been finalised, signed-off and submitted, please allow the following **lead times**:

FABRIC graphics — **12 days**

SEMI RIGID/ RIGID graphics — **12 days**

Failure to comply with the artwork formatting requirements may cause delays in the process and incur additional setup charges.

Artwork
Colour

Artwork will be printed in CMYK, please note that final result might look different on the screen which uses RGB colour systems. If you like closer match, please set up the artwork using Pantones and confirm them when supplying the artwork.

Artwork
Resolution

Artwork will be printed at:

150 dpi at **100% scale**
300 dpi at **50% scale**.
600 dpi at **25% scale**.

PDF
File Name

We use automated pre production workflow systems so it's important to name files correctly. The **file name** of the **PDF** file should correspond with the panel information as supplied in your **panel plan**:

"Panel A_1000mm x 1000mm_100%.pdf"

Panel reference   Panel dimensions   Artwork scale

Artwork
Design Service

We are able to offer artworking service or pre production set up.

Studio time is charged at £65.00 + VAT per hour. This service must be booked in advance and we require a minimum of one working day's notice plus an allowance of around two working days for the job to be carried out to sign off stage. All logos and visual assets must be supplied in an editable format and appropriate image resolution.

Contour cut lines for
Custom shapes

When supplying artwork for panels with custom shapes please supply the artwork files without contour cut lines. We will format these internally. Do not remove the section of the artwork design that will be cut: extend the design beyond the desired cut line.

Artwork for
Unprinted panels

Panels that are intended to be unprinted (white) must be formatted in the same way as panels featuring colour artwork. Please note: the artwork cannot be left blank - it must be filled white and then exported the same way as colour artwork.

Bleed across
Multiple panels

Typically artwork should be created in Adobe Illustrator. Displays that have graphics running across multiple panels need the artboards (panels) positioned with NO gap between them. This allows the bleed area to overlap each artboard.

We cannot guarantee a panel to panel line up on fabric print, the industry standard tolerance is around 10mm. We recommend not having detailed artwork over joins.

Colour usage for
Lightboxes

When designing artwork for illuminated fabric lightboxes, it is advisable to consider the colour usage. When using typography, the best results are acheived by using a strong contast of colour. White text on dark (black or similar) backgrounds and black text on white backgrounds work most effectively. The colours that will not illuminate effectively are darker greys and blacks. For a strong illumination, we advise using brighter, bolder colours and areas of white where possible.

When designing graphics and typography for lightboxes, the best results are acheived by using a strong contast of colour.

Maintenance of
Semi rigid panels

Care: Roll for storage and transport. Do not fold or roll into a small diameter coil. (Recommended: Store in a graphic drum or rigid case).

Installation: Ensure your hands are clean and dry prior to fitting the graphics. If available, wear gloves to ensure you do not transfer finger marks to the PVC panels.

Cleaning: Wipe with a damp cloth and allow to dry (No chemicals).

> **Ensure your hands are clean and dry prior to fitting the graphics.**

*** Heavy Duty
Graphics Drum**

Maintenance of
Fabric panels

Care: Loosely fold for storage & transport with the printed side facing inwards. Do not apply excessive weight or pressure in order to avoid creasing of the graphics. Avoid storing in conditions of high humidity. Do not put away wet.

Installation: Ensure your hands are clean and dry prior to fitting the graphics. If available, wear gloves to ensure you do not transfer finger marks to the fabric as you fit it.

Cleaning: Where possible, avoid the use of moisture for localised cleaning as this may leave a water mark on the graphic. Remove small marks (once dry) with a stiff brush or a rubber eraser. If absolutely necessary, graphic panels can be washed in a domestic washing machine with a normal washing powder. Do not exceed 30 degrees centigrade. Ensure that the capacity of the machine is sufficient to accommodate the panel you are washing and select a programme that uses plenty of water. Spin at 800 RPM max and dry naturally.

The best way of drying is to fit the graphic into the frame once washed and allow to air dry. DO NOT tumble dry. Due to the variable nature of both washing machines and detergents, this process is entirely at the user's risk.

Outdoor usage advice: If the graphics become wet having been used outdoors, dry them before transport and storage. Do not fold up whilst still damp as this may lead to colour transfer. Watermarks from light rain can be removed by washing as detailed above.