Artwork Guidelines

PREPARING ARTWORK FOR LARGE FORMAT PRINT

Our preferred format is Adobe Illustrator CS5 or earlier

Please set up page/artboard to size of job, or scale (*please see additional information below) and mark scale clearly on the file. Ensure document colour mode is CMYK and all spot colours used are converted to CMYK. Placed image files must either be embedded or supplied. These should be high resolution (300dpi) (*please see additional information below) and ensure they are CMYK before placing. Please also try not to enlarge placed images in Illustrator unless within the boundaries listed below in additional information. Ensure that there is an additional 3mm bleed beyond your artwork where colour/images go to the edge of the artwork and that your artwork has crop marks. Ensure all fonts are turned to outlines. Please save file as an EPS. This is the best format to supplying especially if job includes any cut outs.

Other Formats

PDF

Ensure artwork is set up to correct size. Please save as Press Optimised and include trim marks and at least an additional 3mm bleed area all around. Fonts must be embedded, or if job is for cut out lettering must be outlined **before** saving as PDF. Images and graphics must be in CMYK and to a high resolution (*please see additional information below).

Photoshop

File must be CMYK, flattened with no layers. Page size must be set to final size or scaled appropriately with scale marked clearly on job. Please include trim marks and 3mm bleed all around if necessary. Resolution should be as high as possible (preferably 300dpi) but can be set at 100dpi for very large format (files at 100%) or 400dpi at 1/4 size.

InDesign CS6 or earlier

Ensure documents are set up to 100% or scaled appropriately with scale marked clearly. Include 3mm bleed all around if necessary. Images placed must be high resolution and CMYK. Package job and include all fonts and images used.

Supplying Artwork

1. For large files, please supply on disc - we can accept the usual CDs, DVDs and USB drives etc.
2. Dropbox (dropbox.com) can also be used for larger files. For best results, please zip all job components together before uploading. Upload to your public folder and send us the public link.
3. Email can be used but large files may clog up email systems.

Additional Information

1. For best results, supply a hard copy proof.
2. We will check artwork free of charge but if it is not correct we will inform you so you can re-supply file or we can correct artwork for an additional charge. Charges for supplied artwork alterations are £40 + VAT per hour billable in 30 minute increments.
3. Vehicle outlines, roll up banner and pop up display templates are available on request.
4. Always ensure any artwork scaled is to a ratio and clearly marked on the file. Please do not scale vehicle templates supplied by First Display as these are already scaled to 1:20.
5. For best quality, please ensure images are to a high resolution. Best quality is 300dpi at 100% but for large format print there are some allowances and in some cases 100dpi at 100% (or 400dpi at 1/4 size) will be sufficient. Please note that images taken from the internet are **not** high enough quality.
6. Colours - Please be aware that due to the limitations of 4 colour process digital printing, matching certain spot (Pantone) colours is not achievable. Please use a 'Pantone Spot to Process' colour chart to check colours.
7. Please get in touch if you have any further queries.