

ARTWORK SUBMISSION GUIDELINES

Our goal is to provide you with the best quality graphics for your event or exhibit. You can help us in that effort by providing digital art files using the following guidelines. The purpose is to assist you in the process of creating files that are acceptable for production. If you are sending finished print ready files, please pass this information along to your designer or art department.

PRINT READY PDF RECOMMENDED

High-res **PDF/X** (preferred) Ai with PDF content (choose this option when saving file) EPS files with **embedded** links and **outlined** fonts

NATIVE FILES BACKUP

Ai file with Embedded supporting links and fonts
EPS file with embedded links and outlined fonts
ID file with Packaged supporting links and fonts

RASTER OR BITMAP ART

Photoshop **EPS** (8-bit, Max. Quality JPG compression)
PSD (font layers rasterized) TIFF, JPG (quality 8 and higher) Please think about quality settings before supplying large file sizes that may not be needed (1GB+)

ACCEPTED SOFTWARE

Adobe Creative Cloud software (PC or Mac).

Please always provide:

Native files with fonts and links (compressed)
 High-res PDF/X exports of the files. If you are using Illustrator OR InDesign use the **'Package'** feature. For all other versions of Adobe Ai (CS6, CS5... etc) please embed linked images and convert fonts to outlines. InDesign files should always be Packaged.



RESOLUTIONS

Art Submitted at **1:1** (100%) > **72dpi** (100dpi preferred)
 Art Submitted at **2:1** (50%) > **200dpi** (300dpi preferred)
 Art Submitted at **4:1** (25%) > **400dpi** (600dpi preferred)

VECTOR ART

Logos should be vector and have outlined fonts (if containing bitmaps, please use high-res images)

FONTS & LINKS IF REQUIRED

Supply all **fonts** used in your design (compress Mac fonts) If unsure how to collect fonts, convert them to outlines. Supply all **links** used in your document. Use the **'packaging'** feature if available. If unsure how to collect links, embed them in the file when saving OR supply content with the native file.

COLOUR

Supply ALL artwork **4 Colour CMYK**, Convert any RGB or SPOT content to CMYK prior to sending. If PMS colour matching is required, please use original Pantone + Solid Coated swatches in your artwork.

Modifying Pantone names will result in printing default colour (CMYK). CMYK artwork will be produced "As Is" Our colour output is balanced and vibrant.

BLEED IMPORTANT

3mm bleed MUST be supplied on **board** products
20mm bleed MUST be supplied on **Kador** fabrics
100mm bleed MUST be supplied on **Banner** wraps



Errors can arise when using files created by packages such as **Microsoft Word, Excel** and **PowerPoint**. Accordingly, the supply of formats such as gif, bmp and low resolution jpg is not advised. **Any file manipulation or studio time will incur a charge of £60.00 per hour.**

RESOLUTION EXPLAINED



VECTORS

Files such as **EPS, AI** and **PDF** are excellent for creating graphics that frequently require resizing.

Your company logo and brand graphics should be supplied to us in Vector format where possible.