

# ARTWORK INSTRUCTIONS

## Templates

Templates are available in the following formats:

- Illustrator CS2 PDF compatible; & GIF for viewing purposes only

## File types

- We work in the following applications :
  - Adobe Illustrator
  - Adobe Photoshop
- Illustrator files are generally more workable than photoshop files.  
**Please also ensure you supply a non editable proof file at all times.**
- All files need to be saved in an editable format. Do not parse or embed support files into a layout file. We will not be able to adjust a parsed or embedded file for final reproduction.
- Linking Files : Always link, never embed. Provide all linked files with layout files (vector files).

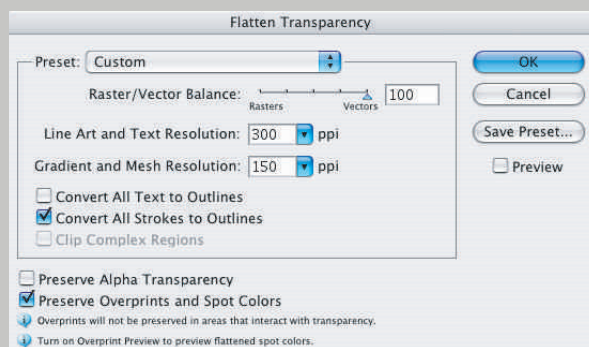
## Colour

- Proof required : Please send a GIF / JPG / PDF file or a colour printout which we can proof your artwork against.
- **Pantone Colours : Where possible please use Pantone Referenced colours.**  
**For accurate colour matching always use Pantones for corporate colours.**
- All desired colours need to be specified. Do not use generic colours such as "green" from Adobe Illustrator . Please use either CMYK or Pantone colours. However, exact colour matches are not always possible. Any solid colour artwork for in excess of 30 items must have pantones as this may be sent to silkscreen production instead of digitally printing.
- CMYK Colours : We don't promote the use of CMYK colours unless the colour breakdown is from a Colour Matching book such as the "Postscript Process Colour Guide" from AGFA. Please understand that there may be colour variations & that the finished banners cannot be rejected on the basis of the colour being wrong.
- Where the quantity of banners is 30 or more of the same image and the artwork is one or two colour and ink-coverage is 50% of the banner or more, then we recommend that these banners be silkscreened for best results.
- Please note that due to the nature of digital printing, we cannot print gold or fluorescent pantones. Below is a list of alternative gold and silver colours which print satisfactorily :

<b>GOLD 1</b> 22m 100y 25k	<b>GOLD 2</b> 19m 100y 19k	<b>GOLD 3</b> 16c 20m 100y 25k	<b>GOLD 4</b> 60c 65m 100y	<b>GOLD 5</b> 38m 100y 25k
<b>SILVER 1</b> 4c 15k	<b>SILVER 2</b> 6c 25k	<b>SILVER 3</b> 6c 34k	<b>SILVER 4</b> 11k	<b>SILVER 5</b> 6c 4y 23k

## Scans / Raster images / Placed images

- Scans/raster images must be created at a resolution of at least 72ppi at 100% print size and at a maximum of 100ppi at 100% print size.
- Scans - colour : Convert to CMYK or Grayscale unless the file is a raster EPS that contains pantones.
- If you are sending complicated artwork that has already been created as a layered Photoshop PSD file, please send that file with a maximum of 5 layers @ a resolution of 72ppi so that we can alter if necessary for colour-matching.
- EPS : Never place an EPS within another EPS.
- PSD : Please do not place PSD files in Illustrator or any other layout program. The images distort in the printing process.
- GIFs do not have a high enough resolution for printing.
- As an indication, JPGs with file sizes smaller than 20mb are not usually suitable for banners where the image is to cover the entire background of the banner due to their low resolution.
- Please DO NOT flatten the template markings on to the artwork. These markings are for reference only. Artwork can however be cut and pasted into the outside line (bleed line) of the template.
- Scan manipulation : Do not scale, rotate or clip in Layout program eg: Illustrator.
- Flattening transparencies : please use the settings below :



## Vectored artwork

- Please do not supply raster/scanned artwork for logos/artwork that would have been created as vectored illustrations. Typographic logos and related images need to be saved as outlines in the vectored format to ensure optimum print quality.
- Fonts : **Please convert to paths/curves/outlines.**
- Line thickness : never use hairlines, use a minimum 3 mm.
- There needs to be enough bleed as indicated in the templates. 20mm - 80mm depending on the product (PLAIN Banners must have 60mm all round)