

ARTWORK REQUIREMENTS



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STANDARD ARTWORK

1.0

Standard artwork consists of graphics printed on the following substrates PVC, Dibond, Acrylic, Corflute, Canvas, Paper Stock, Self Adhesive Vinyl, Wallpaper Vinyl, Floor Vinyl, Automotive Vinyl and Vinyl Banners.

Graphics are printed on a flatbed printer or a latex printer depending on the substrate and can be finished with a laminate.

Graphics are then cut using a digital cutting machine. This also allows us to cut to any shape that you desire.

1.1 ARTWORK FORMATS

PREFERRED FILE FORMAT



- Adobe Acrobat (CC15 or lower)
- High resolution .pdf file - non-compressed file, maintaining image integrity
- Minimum 5mm bleed on each edge for all finished artwork files

ACCEPTED FILE FORMATS

Please Note: While the below formats are accepted, submitting them may incur additional file preparation costs



- Encapsulated Postscript
- Vector file must be in CMYK or specified PMS colours
- All fonts and strokes must be converted to outlines



- Jpeg Photo/Image File
- Optimised at full size, in CMYK
- Must be high resolution i.e. 300dpi at full print size



- Adobe InDesign (CC15 or lower)
- Complete packaged .indd document to be supplied
- Be sure to include all links and/or font files



- Adobe Illustrator (CC15 or lower)
- Vector file must be in CMYK and/or specified PMS colours
- All fonts and strokes must be converted to outlines

1.2 ARTWORK SETUP

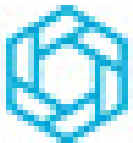
SCALING AND RESOLUTION

Files may be supplied at any size ratio provided it is correctly in proportion to finished size.

Image files must be at least 150dpi at the full print size - i.e. if a photo is to be printed at 1000mm x 1000mm, it has to be at least 150dpi at that size. If the image is scaled to 10% of final size, the 100mm x 100mm file should have a resolution of 1500dpi.

LINKED FILES / IMAGES

Any linked files that make up the final artwork should be supplied. Please convert them to CMYK Process, with a preferred resolution of 150dpi at full print size. High resolution TIFF, JPEG or PDFs accepted.



72 dpi .jpg file (top left) Looks like the logo below on screen, can pixelate to the image on the left when enlarged for print

PERTHEXPO



.eps/.ai file (bottom left) Can be enlarged and printed at any size without any loss of quality

PERTHEXPO

CORPORATE ID / LOGOS

Please supply all logos in vector format i.e. EPS or AI This will ensure the sharpness of the printed product.

COLOUR REPRODUCTION

CMYK or PMS (Pantone Matching System) colours must be specified at time of artwork submission. Please note that colour can vary between screen and print - screen uses 3 light frequencies while CMYK printing uses 4 inks to mix all colours. Where a PMS colour is not provided or unavailable, the closest possible match will be used.

FONTS

Please convert all fonts to outlines if the font used is uncommon or can not be supplied to us. This will also ensure that the intention and integrity of the design is maintained.

BLEED

- Octanorm System Infills - No Bleed
- All other substrates - 20mm Bleed

1.3 FAQs / DEFINITIONS

EPS

Encapsulated PostScript file.

Predominantly this file type is used for line art, such as logos and illustrations.

PIXELATION

If there are not enough dots / pixels per inch in an image, when it is enlarged the space between each dot becomes apparent. The pixels become obvious and give the image a jagged appearance.

PMS COLOUR

The Pantone Matching System (PMS) colours are universal - the system was created to ensure that a printed colour would be the same on any correctly calibrated printer. For digital print, these are a guideline only. Some Pantone colours are difficult to match in digital print.

POSTSCRIPT

An Adobe programming language that tells output devices how to render data i.e. how to print pages, graphics and fonts.

RESOLUTION

This is the number of dots / pixels per inch that form an image. Each dot or pixel contains information that creates an image - the lower the resolution, the less information is available to accurately reproduce it. Likewise, a higher resolution enables an image to be more accurately reproduced.

300+ dpi is best for print, while 72dpi is sufficient for web / screen graphics.

VECTOR

Vector based programs such as Adobe Illustrator create images using line art - that is, mathematical formulas to describe points, lines and shapes. This allows vector art to be enlarged to any size without any loss of quality.

FILE DELIVERY

- Email: Files up to and including 5Mb
- CD/DVD/USB: Files over 30Mb
- Large File Upload website links accepted

STRETCH FABRIC BANNER ARTWORK 2.0

Stretch Fabric Banners is available in a range of profiles or can be custom designed to maximise the use of your space. They require no tools for assembly, but depending on their application, tools may be required for installation.

Designed to be compatible with the Octanorm system, they connect using a simple locking system or can be wall mounted, double sided, free standing, suspended, curved or used with an LED light box.

The fabric skins are printed on water based dye sublimation printers, embedding the ink into the fabric to ensure rich, vibrant, colourfast designs. The skins are easily removed from the frames, offering a cost effective and simple solution for POP displays that require seasonal change. They are machine washable, crease resistant and easy to transport.

2.1 STRETCH FABRIC BANNER ARTWORK SETUP

1. FORMAT

Stretch Fabric Banner supports Illustrator & Photoshop file formats only.

This includes:

.eps, .ai, .pdf, .tif, .jpeg & .psd

INDESIGN FILES WILL NOT BE ACCEPTED



2. FONTS

Ensure all fonts are **converted to outlines**.

This is achieved by selecting all (⌘A) then selecting Type - Create Outlines (⇧⌘O)

3. IMAGES & DPI

Ensure all images are either **embedded** in the file, or **provided** with the artwork files.

All files should be provided at either 100% or 10% of its size. The dpi for any provided artwork should **NOT exceed 120 dpi at final size. 70 dpi** is optimum, do not go below 50 dpi unless instructed. Any files provided that exceed 120 dpi will be resized down. This adds additional time for our Art Team.

4. BLEED

20 mm bleed

Any files provided with an insufficient amount of bleed will need to be scaled up which can alter the appearance and add additional time for our Art Team.

5. COLOURS

Please provide all files as CMYK, for colour accuracy please denote any PMS colours within the art document according to the pantone standards.

6. TYPE AREA

Due to the movement and stretch of fabric please ensure all crucial information remains **100mm in from all edges**.

2.2 STRETCH FABRIC BANNER FAQs

Q: MY ARTWORK IS OVER 5.5M AND IS TOO LARGE FOR THE ILLUSTRATOR ART AREA?

A: Provide your artwork at 10%.

Q: MY ARTWORK IS OVER 5.5M AND IS TOO LARGE FOR MY INDESIGN DOCUMENT?

A: Provide your artwork at 10%.

Q: I DON'T HAVE ANY PMS COLOURS - CAN I BE ASSURED MY PRINT WILL BE COLOUR ACCURATE?

A: Unfortunately we can't ensure anything without Pantone Standard PMS colour references or a physical proof. However we do run colour management software which is run to Australian colour standards, we also have a test print sign off procedure to minimise errors.

Q: WHAT IS A PANTONE STANDARD PMS COLOUR?

A: A Pantone Standard PMS colour is any colour contained in the Pantone® Series Colour books, ie. 'McDonalds Yellow' is not contained in these books.

Q: HOW DO I EMBED IMAGES?

A: In Illustrator open your links palette and from the drop down select 'embed image'.

Q: I WORK IN INDESIGN, BUT IT SAYS YOU DON'T ACCEPT INDESIGN FILES?

A: Simply export your file as an eps or pdf when you're finished, making sure you have outlined your fonts and checked your file to make sure you have the right amount of bleed.

Q: DO YOU NEED CROP MARKS?

A: We don't need them, but if you want to put them on make sure they are outside the bleed.

Q: DO YOU NEED ANY REGISTRATION MARKS, COLOUR BARS ETC?

A: No, please do not put them on, they will be deleted by our art team. This adds additional time.

Q: I DON'T HAVE ENOUGH BLEED ON MY FILE?

A: Sufficient bleed is crucial to ensure the fabric is printed and displayed correctly. Files must have required bleed to be accepted.

Q: I'M WORRIED ABOUT THE RESOLUTION ON MY FILE, HOW DO I CHECK IT?

A: Simply zoom into your file at 100%, if you're at 10% zoom to 1000%, what you see is what you are going to get.