

Artwork Guidelines

- ◆ **ARTWORK:** to be provided at 50% of finished size and supplied with all images, logos and fonts.
- ◆ **SCANS:** should be placed in artwork at 100%, 300dpi as a CMYK tiff or eps.
- ◆ **LOGOS:** for best results should be vectorised images and saved as EPS files 50% of final size. (bitmap, tiff and jpg images will lose quality the larger it gets).
- ◆ If colours are critical always send a colour proof or laser along with any colour swatches you require. Our printers and media are carefully calibrated and it is not always possible to match pantone colours using CMYK printers but we will endeavour to match any colours you require.
- ◆ **SOFTWARE PACKAGES:** QuarkXpress; Adobe Photoshop; Adobe Illustrator; Freehand; In-Design or hi-res PDFs.
- ◆ **FORMATS:** CD-rom; DVD-ram 5.2gb or we can download from your FTP site.
- ◆ **Pop-up display stands** please supply as a single page document at 50% final size, we will split into individual panels prior to printing.
Try to avoid small text crossing panel joins as this makes lining up very awkward.
End panels form semi-circles at either end of display stand so the back half cannot be seen from the front.

If you require any further information or require a template for our Pop-up display stands or Pull-ups please call:

020 7385 7618

otofstndis ni