IMAGECO – SUPPLIED ARTWORK GUIDELINES

TO ENSURE SMOOTH THROUGHPUT OF YOUR GRAPHICS, IMAGECO HAVE ASSEMBLED A FEW GUIDELINES FOR ARTWORK PREPARATION. IF YOU WOULD LIKE TO DISCUSS A PROJECT PRIOR TO STARTING ARTWORK, WE SUGGEST A QUICK CALL TO A MEMBER OF OUR STUDIO OR PRODUCTION TEAM ON 0113 2700 911.

SUPPLYING FILES – ARTWORK CAN BE SUPPLIED USING THE FOLLOWING METHODS:

DISK – CD, DVD, USB STICK

EMAIL – ATTACH FILES AND SEND THEM TO STUDIO@IMAGECOLTD.COM
(RECOMMENDED MAXIMUM FILE SIZE OF ATTACHMENT – 6MB)

UPLOAD – WWW.IMAGECOLTD.COM/UPLOAD
(FOR MULTIPLE FILES, PLACE FILES IN A FOLDER AND ZIP FOLDER BEFORE ATTACHING)

PREFERRED ARTWORK FORMAT – OUR PREFERRED FORMAT IS "PRINT READY" HIGH RESOLUTION PDF, ALTHOUGH IMAGECO CAN ACCEPT ARTWORK IN THE FOLLOWING FORMATS:
ADOBE INDESIGN, ILLUSTRATOR (AI, EPS) & PHOTOSHOP (JPG, EPS, TIFF)

"PRINT READY" ARTWORK SUPPLY – QUICK OVERVIEW

• ALL ARTWORK FILES SUPPLIED MUST BE BASED IN THE CMYK COLOUR MODE.
• IF SPOT COLOURS ARE REQUIRED FOR ACCURATE COLOUR THEN LEAVE AS PANTONES.
• IMAGES SHOULD GENERALLY HAVE A RESOLUTION OF 300 DPI – SEE PAGE 2 FOR FURTHER INFO.
• ALL ARTWORK SUPPLIED TO US MUST HAVE MINIMUM 10MM BLEED OR MORE IF PROJECT REQUIRES.
• FONTS MUST BE SUPPLIED WITH ARTWORK OR AT LEAST CONVERTED TO OUTLINES/CURVES.
• FILES FOR CAD–CUT VINYL GRAPHICS SHOULD BE VECTOR BASED WITH A PATH FOR CUTTING.
• ANY SPOT WHITES OR CUTTER GUIDES TO BE ON SEPERATE ARTWORK LAYERS OR SEPERATE FILES.
• ANY IMAGE TRANSPARENCIES OR EFFECTS <u>MUST</u> BE FLATTENED – SEE PAGE 3 FOR FURTHER INFO.

IF PRINT READY PDF'S CANNOT BE SUPPLIED, THEN PLEASE INCLUDE ALL SUPPORT FILES SUCH AS FONTS, LINKED IMAGES AND CUTTER GUIDES.

PLEASE NOTE – STUDIO TIME MAYBE CHARGED IF FILES NEED ANY AMENDMENTS TO MEET PRINT REQUIREMENTS.

ACCURATE COLOUR MATCHING – SUPPLYING A PROOF OR SAMPLE WILL ASSIST WITH COLOUR MATCHING PROCESS.

IF YOU WISH TO CHECK THE COLOUR AND CONTENT OF YOUR JOB BEFORE PRODUCTION, A HARD COPY PROOF IS AVAILABLE FOR AN ADDITIONAL FEE. THIS IS STRONGLY RECOMMENDED IF THE COLOUR IS CRITICAL.

WE ARE ABLE TO PRODUCE A PROOF FROM THE SAME PRINT DEVICE THAT THE FINAL JOB WILL BE RUN ON. THIS WILL BE ACCURATE FOR BOTH COLOUR AND CONTENT.

ARTWORK/DESIGN SERVICE – ANY ORDERS RECEIVED WHEREBY ARTWORK CANNOT BE SUPPLIED, THEN IMAGECO ARE HAPPY TO DISCUSS YOUR REQUIREMENTS AND PROVIDE AN ARTWORK QUOTATION AT YOUR REQUEST.

IMAGE RESOLUTION & FILE SIZE – WHEN CREATING OR SUPPLYING PHOTOSHOP GENERATED IMAGERY FOR A PROJECT, PLEASE SEE THE GENERAL GUIDELINES BELOW IN RELATION TO IMAGE RESOLUTION SIZE / PRINT SIZE.

"IS THIS IMAGE BIG ENOUGH?" – UNLIKE SMALL FORMAT, LARGE FORMAT PRINT IS A LITTLE MORE FORGIVING GIVEN THE VIEWING DISTANCES (IE. NOT UP CLOSE AND PERSONAL).

BECAUSE NO ONE LOOKS AT LARGE FORMAT PRINT FROM ONE INCH AWAY, YOU CAN GET AWAY WITH EVEN SMALLER PIXEL DIMENSIONS IN YOUR FILE. IT'S TRUE THAT IT WON'T LOOK PERFECT UP CLOSE, BUT IT CAN LOOK SURPRISINGLY GOOD FROM A COMFORTABLE VIEWING DISTANCE, EVEN IF YOUR FILE ISN'T QUITE LARGE ENOUGH.

EG. IF YOU STEP UP REALLY CLOSE TO A BILLBOARD, CHANCES ARE IT WILL LOOK BLURRY UP CLOSE, BUT WALKING OR DRIVING PAST IT AT A NORMAL DISTANCE IT WILL LOOK FINE.

HIGHEST QUALITY, CLOSE VIEWING WORK – 1200 DPI @ 25% (300 DPI @ FINAL SIZE).

GENERAL DISPLAY WORK – 300 DPI @ 25% (75 DPI @ FINAL SIZE).

BANNER & BILLBOARD WORK – 200 DPI @ 25% (50 DPI @ FINAL SIZE).

PRINTED SIZE	CLOSE VIEWING – 300 DPI	GENERAL DISPLAY – 75 DPI	BANNER & BILLBOARD – 50 DPI
A3	3508 X 4961PX– 49MB	877 X 1240PX – 3MB	–
A2	4961 X 7015PX – 99MB	1240 X 1754PX – 6MB	–
A1	7015 X 9922PX – 190MB	1754 X 2480PX – 12MB	–
A0	9922 X 14047PX – 390MB	2480 X 3512PX – 24MB	–
1000 X 1500	–	2953 X 4429PX – 35MB	1969 X 2953PX – 16MB
1500 X 3000	–	4429 X 8858PX – 112MB	2953 X 5906PX – 49MB
3000 X 6000	–	8858 X 17717PX – 440MB	5906 X 11811PX – 199MB
5000 X 10000	–	14764 X 29528PX – 1.5GB	9843 X 19685PX – 730MB

THE ABOVE FILE SIZES AND DIMENSIONS ARE TO BE USED AS AN APPROXIMATE GUIDE.
IF YOU ARE UNSURE AND YOU WOULD LIKE TO DISCUSS YOUR PROJECT FURTHER, THEN A MEMBER OF OUR STUDIO OR PRODUCTION TEAM WILL GLADLY HELP AND ADVISE.

**TRANSPARENCY IN FILES –** ALTHOUGH TRANSPARENCIES LOOK GREAT ON SCREEN AND CREATE A LOT OF UNIQUE EFFECTS, THEY CAN SOMETIMES CAUSE TROUBLE ON PRINTS. LUCKILY, ANY TRANSPARENCY ISSUE CAN BE RESOLVED BEFORE SAVING YOUR FILE.

TRANSPARENCY REFERS TO IMAGES OR TEXT THAT ARE TRANSPARENT OR "SHOW THROUGH". EXAMPLES OF TRANSPARENCIES MAY INCLUDE:

• TRANSPARENCY OR PARTIAL OPACITY
• LIGHTENING PARTS OF IMAGE SO TEXT ON TOP REMAINS READABLE
• MAKING OBJECTS FADE INTO ANOTHER OBJECT
• BLEND TO CREATE A TINT OF A CERTAIN COLOUR
• DROP SHADOWS
• GLOWS
• FEATHERING AN IMAGE
• PLACING, COPYING OR IMPORTING FILES WHICH CONTAIN TRANSPARENT OBJECTS.

ON SCREEN, THE TRANSPARENCY EFFECT WILL LOOK CORRECT LIKE THIS:
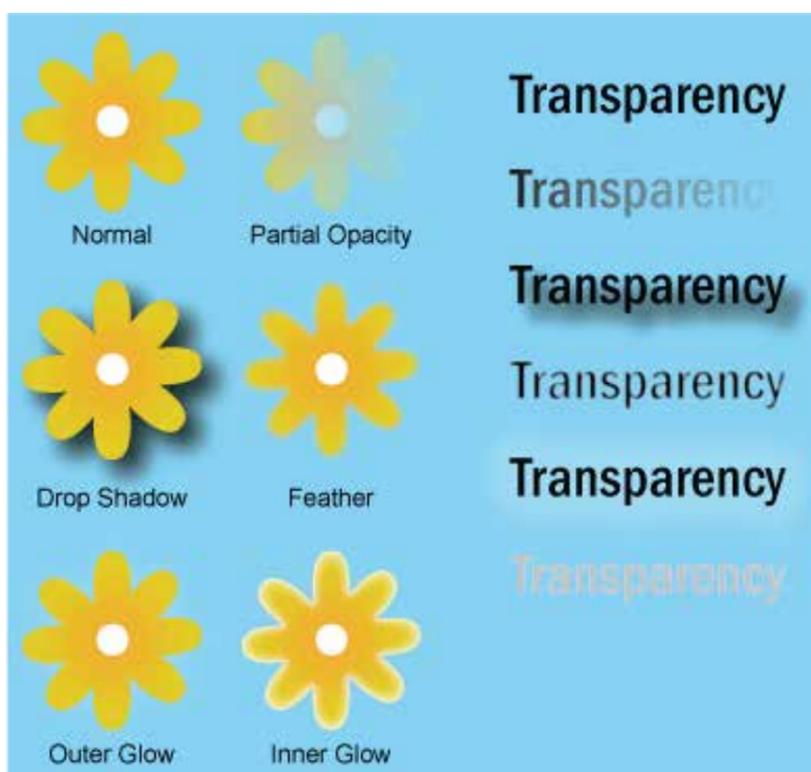
IF YOU DON'T FLATTEN THE TRANSPARENCY OR CONVERT YOUR SPOT COLOUR TO CMYK, SOME TEXT OR GRAPHICS CAN DROP OUT FROM YOUR ARTWORK LIKE THIS AND LEAVE A WHITE BOX:
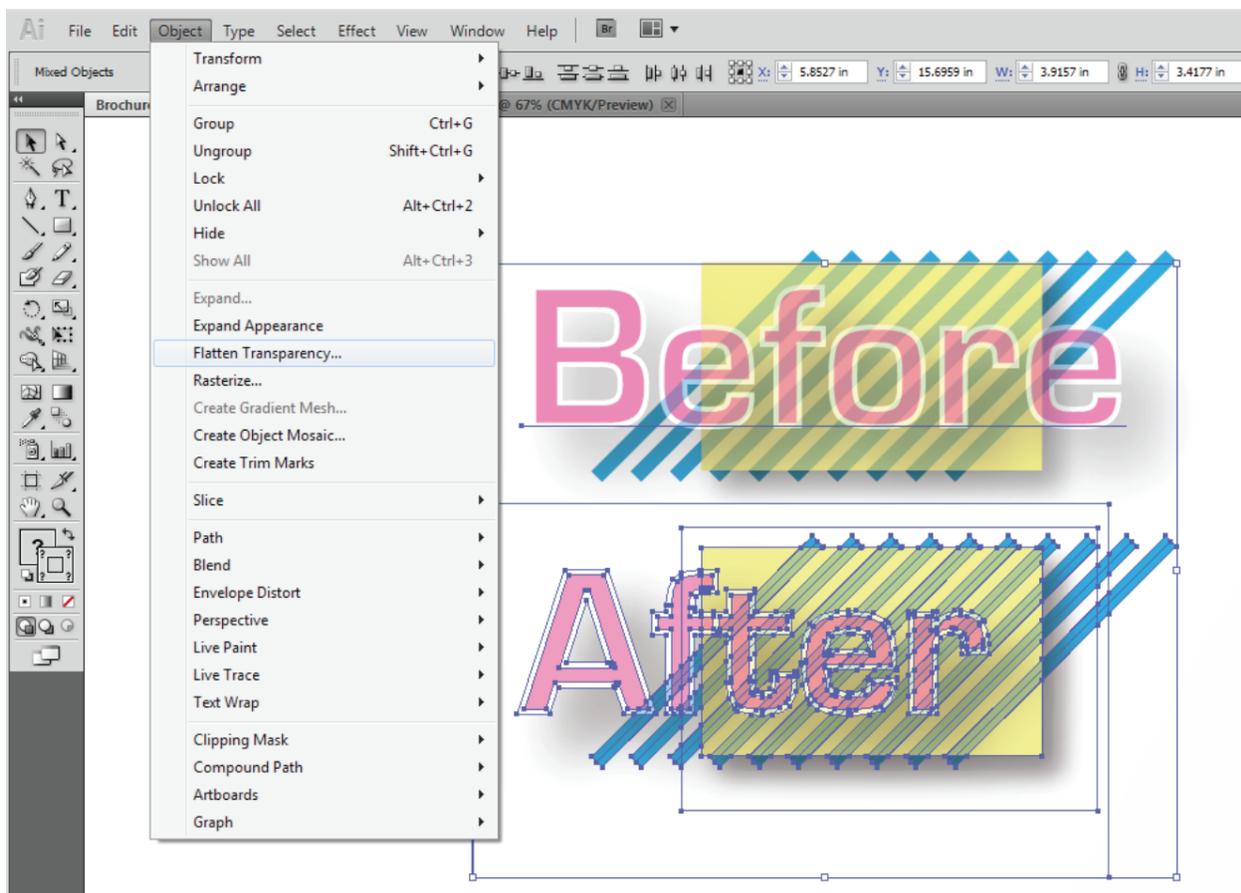

TO AVOID TRANSPARENCY ISSUES – AVOID USING SHADOWS, GLOWS, OR TRANSPARENT EFFECTS ON TOP OF A SPOT COLOUR. IF PRACTICABLE, TRY CONVERTING YOUR SPOT COLOUR TO CMYK AND FLATTEN BEFORE SENDING.

FLATTENING TRANSPARENCY IN FILES – QUICK OVERVIEW

• SELECT TRANSPARENT ITEMS WITH SELECTION TOOL OR PRESS CMD+A (ON A MAC)
• CLICK OBJECT > FLATTEN TRANSPARENCY

• IN THE FLATTEN TRANSPARENCY BOX, CHECK "CONVERT ALL TEXT TO OUTLINES"
• CHECK "CONVERT ALL STROKES TO OUTLINES"
• UNCHECK "PRESERVE ALPHA TRANSPARENCY" AND "PRESERVE OVERPRINTS AND SPOT COLOUR"