

# ARTWORK SPECIFICATION SHEET

## GENERAL GUIDELINES

- CMYK
- Convert Pantone colours to CMYK
- Resolution must be 300dpi at 25% of output size
- All fonts must be converted to outlines
- Bleed should be 3mm at the finished size.
- Please supply artwork as PDF or Illustrator EPS files

## FILE FORMATS



### Adobe Acrobat PDF versions up to Creative Cloud

Please provide a high resolution PDF with all embedded fonts and required scaled bleed, (all bleeds to be provided at the document scale)



### Adobe Indesign versions up to Creative Cloud

Please package the document with all the elements and all the required bleed and convert all fonts to outlines.



### Adobe Illustrator versions up to Creative Cloud

EPS or Ai format. Please provide all linked images, flatten transparency and convert all fonts to outlines.



### Adobe Photoshop versions up to Creative Cloud

PSD, Jpeg Format, Eps or Tiff Format. Flattened file.



### Quark Express, up to version 8

Please collect for output. (Document, images and fonts)

*Note: If you are supplying files from another application, you must convert all text into outline format, embed any placed images and save the file as an EPS (Encapsulated Post Script).*

*Any files supplied with cut guides on the artwork, please place the cut guide on a separate layer that can be turned off.*

## DOCUMENT SETUP

### ARTWORK RESOLUTION

**InDesign or Quark** - files, 1/4 size artwork with any photos at 1/4 size at 300dpi. Any imported photos should be at the correct size, not imported and enlarged.

**Illustrator** - files that have no photographic content 10th size (10%). Illustrator files with photographic content may be created at 1/4 size (25%) and the photos that are inserted have to be 1/4 size at 300dpi.

**Photoshop** - files should be supplied at 1/4 size at 300dpi.

*When generating artwork for printing, you must ensure that the resolution (Dpi) is high enough to produce the desired output. If in doubt please ask for a printed sample.*

Viewing Distance	0.5M	1M	2M	5M	5M+
Minimum Dpi Needed	300	150	100	75	50

## DOCUMENT SETUP CHECKLIST

### COLOURS

Where colour reproduction is critical, please request a printed colour sample. It helps if you can supply a Pantone reference or a digital matchprint/cromalin. Pantones will be matched as closely as possible but will vary depending on the substrate being printed onto.

### PROOFS

Please provide a full visual proof with your artwork. This can be a printed proof, PDF or JPEG and must include registration/crop marks.

### BLEED

Please create your files with registration marks and a minimum of 3mm bleed. This is required for accurate trimming.

If you require wallpaper, 100mm bleed will be needed.

### FONTS

Please ensure you provide all fonts (both screen and printer) used with your artwork. If you are unable to supply Mac fonts, please convert text into paths/outlines prior to sending to us.

### GRADIENTS

For best results, gradients should ideally be created in Photoshop. Gradients created in Quark, Illustrator and Indesign are inclined to show 'steps' or 'banding' when output in large format.

### PRINT MATCHING

Colour is important to Semaphore and matching previously printed material requires a hard copy sample to work from. Some colour variation is unavoidable due to changes in stock, but we will always aim for the best match possible.

## LAYOUT

### BANNERS

Banners are normally finished with a welded seam which may reduce legibility of text and logos. We advise that you allow 50mm 'breathing' space around the whole of the banner to avoid this happening.

### POP-UPS

When designing your Pop Up Display graphics please remember that the 'graphic wall' is created by joining several panels together. We strongly advise that any text, graphic detail or logos do not span the panel joins.

If detail span the panel joins, it makes it difficult to line up when installing the display system. Please also note that Roll Fed printers work with a dimensional tolerance of +/- 1%. Pop up panels are usually over 2 metres in length which 'could' give a variation between 1-2mm in the drop.

If you cannot avoid running small text over the panel joins please ask for your graphics to be printed on our flatbed printer. The graphics are marginally more expensive but the accuracy is superior to the roll fed prints and enables detail to be aligned accurately.

Please request a graphic template when you are designing your graphics.

## SENDING FILES

### Email

Please send all files to:  
info@semaphoredisplay.co.uk

### Internet Upload

Large files may be uploaded via various internet sites.

### Media

Please send all CD's/USB's clearly labelled direct to the address below.

*Note This information above is only a reference guide as each job produced is unique, which is subject to various elements, original image quality and origination.*