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## Artwork Guide

Taking you through every step to make  
sure your artwork is perfect

## ✓ Accepted file formats



- Adobe Acrobat – PDF (Press Quality)
- Adobe Illustrator – AI / EPS
- Adobe Photoshop – PSD (Hi-res)
- JPG / JPEG (Hi-res)
- TIFF (Hi-res)

## ✓ Document sizes and resolutions

If your requirement includes a piece of hardware such as a roller banner unit, pop up frame, flag pole or framework then please request a template from your Projects Group Account Manager.

If you are creating artwork for printed products that do not require hardware (banners, posters, foamex etc), then please follow the guidelines to setup your files correctly. PDF files have a maximum size of 5000mm. If any dimension of the product is greater than 5000mm, please produce the artwork to scale. For very large artwork such as hoarding walls, 10% scale can be utilised at 1000dpi for images, or use vectors as these will scale perfectly.

**We suggest setting your artwork up at the following sizes and resolutions:**

- 100% scale at 150 dpi
- 50% scale at 300 dpi
- 25% scale at 600 dpi
- 10% scale at 1000 dpi

## ✓ Crop, grommet marks, bleed and setting up cut to shape graphics

**Please ensure that bleed is added to the edge of your print file.** We require a minimum **5mm bleed** when the document is setup at 100% scale up to A0 size. If the document is 50% scale then please set the bleed to 2.5mm, at 25% scale 1.25mm and at 10% scale 0.5mm bleed. For larger graphics over 1000mm can you please allow for 1% bleed (i.e. 10mm on 1000mm).

Please incorporate all crop marks to your file at the required finished size. However, the only exception to this rule is if bleed is required for installation purposes – **please do not add any crop marks.**

If your artwork is for a banner then please set your document size to the visible size of the banner + 5mm bleed, we will add the hem area. We will also add any grommet marks for the eyelets if these are required. Eyelets are equally spaced at roughly 500mm intervals unless otherwise stated by you in the upload artwork notes field.

**Cut to shape artwork** – create a new layer above the artwork layer. Create the shape with a stroke in Illustrator on this layer. Create a new spot colour, unique in the document (you could use Magenta) and make the colour name **CutContour**. Please note the uppercase 'C' letters in CutContour are required. Please ensure the stroke has the overprint stroke option selected in the attributes palette.

## ✓ Colour

Our printers convert all colours to CMYK. To ensure your print comes out the correct colour please make sure your document colour mode is set to **CMYK**. If the colour mode is set to RGB our printers will interpret this and automatically convert it to CMYK, which usually causes a slight shift.

Pantone colours are supported by our system. Our printer still generates the colour from CMYK however the colours are usually very close. Please set Pantone colours as spot colours – these will be recognised by the printer software. If you have a job that is very colour sensitive, we will require a hard copy to match it to. Colour matching and samples will be charged for separately – we will contact you to discuss your exact requirements beforehand.

## ✓ Text and effects

Please convert all text to **curves/outlines** or alternatively **embed the fonts**. For transparencies, drop shadows and complex gradients, please flatten where possible as it is common for these effects to cause issues and can result in the print being different than expected.