Artwork Guidelines

PREPARING ARTWORK FOR LARGE FORMAT PRINT

Our preferred format is an outlined Illustrator eps

Please set up artwork to 100% or scale (please see 'additional information' below) and **mark scale clearly on the file NAME**. Ensure document colour mode is CMYK and all spot colours used are converted to CMYK. **Placed image files must either be embedded or supplied.** These should be high resolution (300dpi) (please see 'additional information' below) and ensure they are CMYK before placing. Ensure that there is an additional 10mm bleed beyond your artwork where colour/images go to the edge of the artwork and that your artwork has crop marks. **Ensure all fonts are turned to outlines.**

PDF

PDF is also a suitable format if created and saved in the correct way. Ensure artwork is set up to correct size.
Please save as Press Optimised or Illustrator Default if created in Illustrator and include trim marks and at least an additional 10mm bleed area all around. **Fonts must be embedded, or if job is for cut out lettering must be outlined before saving as PDF.** Images and graphics must be in CMYK and to a high resolution (please see additional information below).

Other Formats

Photoshop *
File must be CMYK, **flattened with no layers**. Page size must be set to final size or scaled appropriately with scale marked clearly on job. Please include trim marks and 10mm bleed all around if necessary. Resolution should be as high as possible (preferably 300dpi) but can be set at 100dpi for very large format (files at 100%) or 400dpi at 1/4 size.

InDesign CC or earlier *
Ensure documents are set up to 100% or
scaled appropriately with scale marked clearly. Include 10mm bleed all around if necessary. Images placed must be high resolution and CMYK. Package job and **include all fonts and images used, or export as a press-ready PDF** .

* Please be aware, some jobs are not easily converted for large format print if supplied out with our preferred options. (particularly vehicle wraps) If we have to convert your job, charges will be billed at £40 + VAT per hour.
We will endeavour to inform you of any chargeable updates prior to starting.

Supplying Artwork

1. Email can be used but large files may clog up email systems.
2. Dropbox, Yousendit, Wetransfer etc can be used for larger files. For best results, please zip all job components together before uploading. Upload and send us the link.
3. We can also accept the usual CDs, DVDs and USB drives etc.

Additional Information

1. For best results, supply a hard copy proof.
2. We will check artwork free of charge but if it is not correct we will inform you so you can re-supply file or we can correct artwork for an additional charge. Charges for supplied artwork alterations are £40 + VAT per hour billable in 30 minute increments.
3. Vehicle outlines, roll up banner and pop up display templates are available on request.
4. Always ensure any artwork scaled is to a ratio and clearly marked on the file. Please do not scale vehicle templates supplied by First Display as these are already scaled to 1:20 (TX Taxi is 1.10).
5. For best quality, please ensure images are to a high resolution. Best quality is 300dpi at 100% but for large format print there are some allowances and in some cases 100dpi at 100% (or 400dpi at 1/4 size) will be sufficient. Please note that images taken from the internet are **not** high enough quality.
6. Colours - Please be aware that due to the limitations of 4 colour process digital printing, matching certain spot (Pantone) colours is not achievable. Please use a 'Pantone Spot to Process' colour chart to check colours.
7. Please get in touch if you have any further queries.