



Large Format Artwork Guidelines

File Formats

Artwork is accepted in either **QuarkXpress** or **InDesign**, with the latest versions supported.

From QuarkXpress, please 'collect for output' your artwork, with all images and fonts used in the document.

With InDesign, please 'package' your artwork to include all images and fonts used in the document.

PDF files are to be saved as press optimized to the correct size without crop marks or bleed unless otherwise requested.

Illustrator files must have fonts outlined and need to be saved as eps files, with a preview and in CMYK mode.

Scaling

Files should be produced at full size (100%) when possible, otherwise, 50% or 25% scale of the final size is used. Documents must be the same proportions as the finished print and must not be positioned in an oversized document.

When using InDesign and using effects such as drop shadows, the document must be 100% scale. If you scale down the size of your document it will result in low resolution, bitmapped drop shadows.

Images

All images need to be CMYK and saved as TIFF's or EPS files WITHOUT compression or layers. For best results, images should be 150dpi at the final printed size.

Vector Images

Files created with Illustrator or similar must have all fonts outlined prior to importing into another application, be in CMYK mode and have all spot colour converted to the correct CMYK split required.

Colours

Any spot colours used in an image / logo or any imported file must be saved as a CMYK colour, which matches the breakdown used in Quark or InDesign. If the colour is saved as a spot colour in Quark or InDesign the colours will not match when printed.

If you want us to match to a specific colour, or a previous piece of artwork please inform us of the spot colour you are wanting to match to, or supply us with a printed sample. Our printers are all calibrated to neutral settings, do not assume that it will match the print out you get on your printer.

Please let us know at the start if colour matching is required.

Known Problems

Grayscale Tiffs coloured in either Quark or InDesign can produce unstable results and should be avoided.

Images with drop shadows produced in InDesign must be on the top layer of the document and do not use a single colour black, mix a colour that is: C10%, M10%, Y10%, K100% but do not make it a spot colour.

Roller Banners

We have Quark and InDesign templates for most of our roller banners, please let us know which template you require, and which version you are using and we will e-mail it to you.

If you are saving your artwork as a PDF please make sure that you have not included crop marks or bleed (other than specified on the template) and the document is the correct proportions, if you have your artwork in the middle of an A4 sheet eg. we will require you to re-supply the file.

Pop-up's

We have Quark and InDesign templates for most of our pop-up's, please let us know which template you require and the version you are using and we will e-mail it to you.

Please do not set up artwork as separate pages, make the entire pop-up as one large page and we will cut the tiles on our rip software, this gets the best results and guarantees a good match up on the finished job.

As you will see from our templates artwork on the end panels of a pop-up is restricted visually to the inner part of the panel as these panels wrap around to the back of the stand.

If you are saving your artwork as a PDF please make sure that you have not included crop marks or bleed and the document is the correct proportions, if you have your artwork in the middle of an A4 sheet eg. we will require you to re-supply the file.

Sending Files

Files can be e-mailed to either:

dan@advancedigitalgraphics.co.uk

debs@advancedigitalgraphics.co.uk

Alternatively you can upload to our FTP site, please call for your username and password. If supplying on CD or DVD, please supply with a colour proof. All artwork must be supplied with a purchase order.

 **Advance Digital Graphics** go to any lengths

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