



SPECIFICATIONS FOR SUPPLYING LARGE FORMAT DIGITAL FILES

Questions	Answers
Mac Format	InDesign, Illustrator, Photoshop, Quark, FreeHand; pdf (preferred), tif, jpg, eps
PC Format	Corel Draw, Adobe Programs; pdf (preferred), tif, jpg, eps
Images	CMYK. Low resolution bitmap images which are enlarged too much can look blocky and pixelated. Please ensure the images are 300dpi and do not exceed 150% enlargement.
Sending File	CD/DVD, Email, FTP. No layers, all artwork flattened, and finished.
Fonts	Prefer an EPS file with the fonts converted to outline or paths. Always include fonts.
Colours	Colour images must be saved as CMYK. Coloured elements such as type and backgrounds should have an assigned CMYK colour. Colour conversions from Pantone to CMYK will be inaccurate. Black should not exceed 40C 40M 40Y 100K in vector or image areas.
Screen Ruling	Does not apply to digital printing.
Size	Where possible artwork should be created at actual size, it is generally advisable to adopt a scale for any document size greater than 2m, as preview and overall file size will be significantly reduced. Design at no less than 25% of the final printed image size with at least 150dpi of information at final print size for raster based images (file can be saved at 600dpi at 1/4 size).
Bleed	Allow 10mm bleed at full size.
Display Stands	Please contact our pre-press department for templates. Keep bottom 75mm of banner clear of critical images - especially text.

All acceptable Mac & Windows software is listed below. Publisher, Word, Powerpoint and other non-graphics software will incur charges for conversion.

Program	Instructions
InDesign	Include all fonts and images used. Convert fonts to outlines if possible to avoid font conflict. Page size must be set to the trim size of your job. Bleed should extend 10mm beyond the page area.
PDF	Press or Print Optimised. Page size must be set to the trim size plus 10mm bleed all around if necessary. Images & graphics must be in CMYK format.
QuarkXPress	Include all fonts and images used. Page size must be set to the trim size of your job. Bleed should extend 10mm beyond the page area.
Adobe Photoshop	CMYK, 300dpi or above, flattened, no layers, saved as .TIF, .EPS or .JPG. Image size must be set to the trim size plus 10mm bleed all around if necessary.
Adobe Illustrator	Include all images used. Convert fonts to outlines to avoid font conflict. Page size must be set to the trim size of your job. Bleeds should extend 10mm beyond the page area.
FreeHand	Include all images used. Convert fonts to paths to avoid font conflict. Page size must be set to the trim size of your job. Bleeds should extend 10mm beyond the page area.
Coral Draw	Include all fonts and images used. Page size must be set to the trim size of your job. Bleeds should extend 10mm beyond the page area.