

## DISPLAY GRAPHIC GUIDELINES

Please supply your artwork on disc with a colour proof. Keep your master and send us a copy -artwork lost or damaged in transit is expensive and very inconvenient. Sizes of specific banners and Popup systems are available upon request. Please check with us before setting up your artwork.

**Artwork should be prepared in one of the following programs / formats:**

PDF  
Illustrator CS4  
Photoshop CS4  
QuarkXpress 7  
InDesign CS4

**Low resolution programs, such as Microsoft PowerPoint and Word are not suitable for large format graphics.**

We cannot work miracles -any defect in the artwork will become even worse when we blow it up. We will print at 100 -150dpi, which is generally good quality for large format prints. Please therefore prepare your artwork at minimum 25% scale/300dpi allowing for no more than 400% enlargement. If the program allows, artwork can be prepared at half or even full size. Dimensions of printed panels can be obtained from the product data sheet for the PopUp or Banner being used (please ask us for the specific data sheet before starting your artwork).

Artwork for PopUp displays should all be on one page. Try and avoid having smaller letters split over a panel joint. Remember that if the PopUp has D-ends, the end panels bend in plan as a semi-circle to disappear around the back of the stand. Ensure that what you want to be seen from the front is positioned correctly on D-ends.

Roller cassette banners should have an additional bleed at the bottom, for fixing to the roller cassette (please check with us for full details of your particular banner type).

Images should be no more than 150dpi at printing size, so if we are enlarging by 400% your files should be no bigger than 600dpi -however, 400dpi enlarging to 100dpi is usually sufficient for large format prints. Ensure that you do not use low resolution positionals -use the actual high resolution image. If we have to make artwork changes or adjustments, we will may have to charge them to the client.

Please supply all images CMYK.

All fonts used should be included, along with those used in logos and EPS files. or alternatively convert all fonts to outlines.

Large format inkjet technology does not necessarily print Pantone colours exactly true and correct. Please advise us of any critical colouring. If we have to supply printed samples for you to choose the setting, it can extend the production time and add to the cost.

These notes are intended as a guide to help you help us and, between us, achieve the best result. However, the quality of the artwork and correct use of the program for the intended use are ultimately in the hands of the designer.

These notes are not intended to be exhaustive and we are not responsible for any unforeseen problems. If you have any queries, please phone or email and we will do all we can to help.