

Artwork Guidelines

A guide to formatting print-ready artwork files



To ensure the optimum print quality, it is important that artwork files are designed and formatted correctly.

This guide will provide all the information you need to produce perfect prints.

Artwork Scale

Artwork files must be designed to one of the following proportions in relation to the final panel size:



Print ready PDF

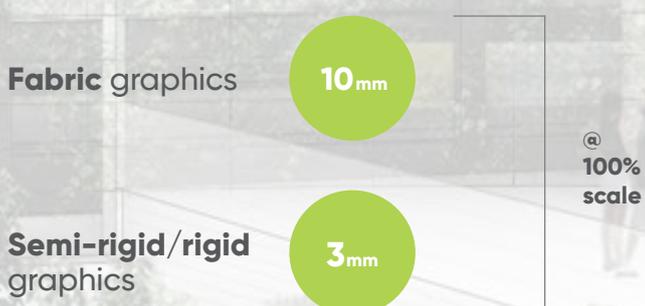
All artwork should be supplied in print-ready, high resolution PDF files (version 1.4 or higher) with **NO CROP, PRINT or REGISTRATION MARKS OF ANY KIND**. Each panel must be an individual file or should be a separate page in a multiple page PDF. The file name of the PDF file should correspond with the panel information as supplied in your panel plan (see 'PDF File Name' section).

Production Bleed

PDF files should have the below bleed settings embedded within the file/s. Artwork should continue right to the edge of the bleed bounding box. There should be no white space in the file beyond the bleed area (unless the artwork design requires this).

Lead Time

Once the artwork has been finalised, signed-off and submitted, please allow the following lead times:



150
dpi

Artwork Resolution

Artwork will be printed at:

150 dpi at 100% scale
300 dpi at 50% scale
600 dpi at 25% scale



Artwork Colour

All our printers are profiled to recognised standards. They all use CMYK inks. Variations between print technologies, inks and media mean that matching exactly between different medias and processes is not always possible. For example, if you are mixing fabric and semi rigid panels on the same stand, the print will differ between the two substrates, although they will always be the best representation of your file that we can achieve using the given materials.

By default, a PDF submitted in CMYK format will be printed as it comes, and this will yield a reasonably accurate print within the limitations of the process we are using.

It is possible for us to manage individual colours. For example, you may have a specific colour used in your logo which must be matched as accurately as possible.

To do this, you must:

Set the colour up as a SPOT colour in your graphics application and select a colour from the Pantone Coated library.

Tell us that there are spot colours that need matching. Even when set as spot colours, we cannot accurately match every Pantone colour using a CMYK ink set. In particular, very vivid colours, fluorescents and metallics will be challenging.

PDF

PDF File name

We use automated pre-production workflow systems, so it's important to name files correctly. The file name of the PDF file should correspond with the panel information as supplied in your panel plan.

"Panel A_1000mm x 1000mm_100pc"



Panel reference



Panel dimensions



Panel scale

Note: Please do not use the '%' symbol in the file name as it can disrupt some of the automated workflow systems.



Contour cut lines for Custom shapes

When supplying artwork for panels with custom shapes, please supply the artwork files without contour cut lines. We will format these internally. Do not remove the section for the artwork design that will be cut: extend the design beyond the desired cut line.



Artwork for Unprinted panels

Panels that are intended to be unprinted (white) must be formatted in the same way as panels featuring colour artwork. Please note: the artwork cannot be left blank - it must be filled white and then exported the same way as colour artwork.



Bleed across Multiple panels

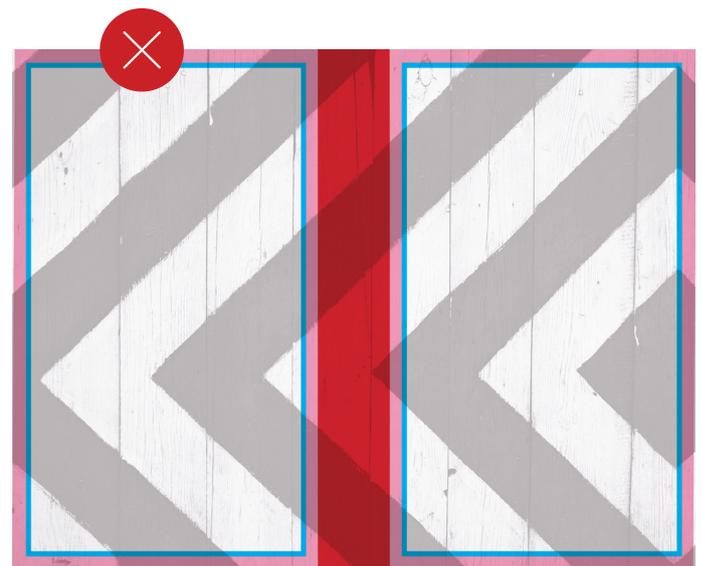
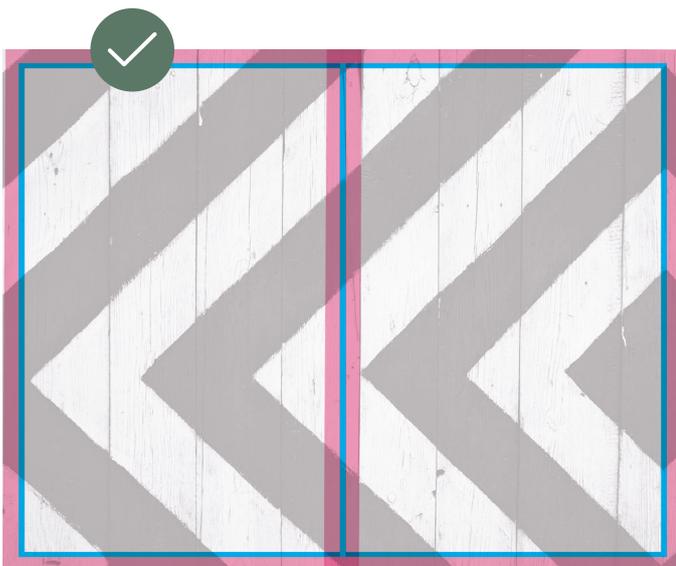
Artwork should be created in Adobe Illustrator. Displays that have graphics running across multiple panels need the artboards (panels) to be positioned with NO gap between them. This allows the bleed area to overlap each artboard.

If your artwork changes on a panel joint- for example, the background colour changes, so that the left-hand panel is red and the right-hand panel is white, then there DOES need to be a gap between artboards, with each artboard having the appropriate amount of the correctly coloured bleed running off the joining edge. This will ensure

that the colour changes correctly on the joint. We cannot guarantee a panel-to-panel line up on fabric prints; the industry tolerance is around 10mm.

We recommend not having detailed artwork or text across panel joints.

For fabric panels, we can only have 1 joint, so 2 panels total, if detailed artwork is running across the joints. The size tolerance on fabric means that we cannot get the image to align accurately on multiple panels.



Bleed area



Where panels
will be cut



Lost
artwork



Specific design considerations for **Fabric**

Fabric is flexible and can change size after printing. We therefore need a safe area near the edges to allow more tolerance for cutting to achieve the correct size. Do not put critical elements such as text and logos too near the edge. Also, do not place symmetrical borders around the edges of panels (these may not be symmetrical once the panel has been cut to the correct size).

Some fabrics stretch considerably, especially when put under tension. This can slightly distort the image printed onto them. Avoid designs that will show this up. For example, a series of parallel lines or a checked pattern as a background will look obviously stretched and distorted whereas a random pattern will not.

Use of black. To achieve the best black when printing fabric, we must manage it carefully. The best results will be achieved if you set your black up as a spot colour; select "Pantone Black C" from the Pantone library. If you do this, please ensure ALL black elements within your artwork are set to this colour.



Colour usage for **Lightboxes**

When designing artwork for illuminated fabric lightboxes, it is advisable to consider the colour usage. When using typography, the best results are achieved by using a strong contrast of colour. White text on dark backgrounds and black text on white backgrounds work most effectively. The colours that will not illuminate effectively are darker greys and blacks. For a strong illumination, we advise using brighter, bolder colours and areas of white where possible.

When a panel is backlit, your image will be far more striking if you use a darker or more saturated colour for the background with text and graphics in lighter colours, as opposed to a white background with coloured text on. This will also help hide any uneven distribution of light in the box due to the spacing of the lights within it.



Artwork **Design Service**

We are able to offer artwork or pre-production set-up.

Studio time is charged at £65.00 + VAT per hour. This service must be booked in advance and we require a minimum notice of 1 working day plus an allowance of around 2 working days for the job to be completed to sign-off stage. All logos and visual assets must be supplied as high-resolution files (Vector, PDF or EPS).



Maintenance of **Semi-rigid panels**

Care: Roll for storage and transport. Do not fold or roll into a small diameter coil. We recommend storing in a graphics drum or rigid case.

Installation: Ensure your hands are clean and dry prior to fitting the graphics. If available, wear white cotton gloves to ensure you do not transfer finger marks to the PVC panels.

Cleaning: Wipe with a damp cloth and allow to dry. Do not use any cleaning chemicals.

Ensure your hands are clean and dry prior to fitting the graphics.



***Heavy Duty
Graphics Drum**



Maintenance of **Fabric panels**

Care: Loosely fold for storage and transport with the printed side facing inwards. Do not apply excessive weight or pressure in order to avoid creasing of the graphics. Avoid storing in conditions of high humidity. Do not put away wet.

Installation: Ensure your hands are clean and dry prior to fitting the graphics. If available, wear gloves to ensure you do not transfer finger marks to the fabric as you fit it.

Cleaning: Where possible, avoid the use of moisture for localised cleaning as this may leave a water mark on the graphic. Remove small marks (once dry) with a stiff brush or a rubber eraser. If absolutely necessary, graphic panels can be washed in a domestic washing machine with a normal washing powder. Do not exceed 30° centigrade. Ensure that the capacity of the machine is sufficient to accommodate the panel you are washing and select a programme that uses plenty of water. Spin at 800 RPM max and dry naturally.

The best way of drying is to fit the graphics onto the frame once washed and allow to air dry. DO NOT tumble dry. Due to the variable nature of both washing machines and detergents, this process is entirely at the user's risk.

Outdoor usage tips: If the graphics become wet having been used outdoors, dry them before transport and storage. Do not fold up whilst still damp as this may lead to colour transfer. Watermarks from light rain can be removed by washing as detailed above.



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