



## How to prepare your artwork

When sending your artwork, it is important to send a colour JPEG proof of the image too, since layered digital files are prone to change when displayed on different machines. We do not accept responsibility for further cost incurred by printing inaccuracies if a colour proof is not supplied. To prepare your graphics, it is important to bear the following artwork guidelines in mind to achieve the best results possible.

### PVC:

#### Vector files:

- If your artwork includes Pantones, RGB colours or Duotones, we strongly recommend converting these colours to CMYK for optimum results and colour matching.
- ALWAYS convert fonts into curves before sending the file.
- When you have a black colour in the layout please set it the following values:  
C:86, M:85, Y:70, K:100
- When you have a contour we strongly recommend converting it into an object or just make it scalable.
- We recommend you to put any important elements of the design (logos, texts) not closer than 5 cm to the edge.

#### Bitmap files:

- If your artwork includes Pantones, RGB colours or Duotones we strongly recommend converting these colours to CMYK for optimum results and colour matching.
- Please use TIF (LZW compression) or JPG files with minimum compression
- When you have a black colour in the layout please set it the following values:  
C:86, M:85, Y:70, K:100
- We recommend you to put any important elements of the design (logos, texts) not closer than 5 cm to the edge.
- Please remember the closer you view a printed object the higher the printing resolution needs to be. In most cases where the viewing distance is 1 to 3 meters a printing resolution of 300 dpi or more is needed.  
When your viewing distance ranges from 3 to 5 meters a 150 dpi print works fine. Then when the viewing distance is 5 meters or greater, a 72 dpi print might be satisfactory. We suggest keeping a minimum resolution of 150 dpi for prints up to 3 m<sup>2</sup>, up to 6 m<sup>2</sup> 96 dpi, over 6 m<sup>2</sup> 72 dpi.

## Textiles:

### **Vector files:**

ALWAYS convert fonts into curves before sending the file.

We recommend you to send us PMS/HKS/RAL colours for flag`s elements

When you have a black colour in the layout please set it the following values:

C:86, M:85, Y:70, K:100

When you have a contour we strongly recommend converting it into an object or just make it scalable.

### **Bitmap files:**

Please use TIF files in RGB or CMYK with LZW compression

When sending artwork, remember the files should be scaled to 1:1 in 72 dpi at FULL SIZE in order to ensure good quality print.

We recommend you not to re-size (stretch or shrink) the pictures before sending (we will do this ourselves)

If you want to see how the file will look like after printing zoom your pictures in Photoshop to 100%.

We do not hold any responsibility for appropriate PMS, RAL or HKS colour matching, when the file is a bitmap.

Do not prepare any adjustments for sewing.

We recommend you to put any important elements of the design (logos, texts) not closer than 5 cm to the edge.

Please remember the closer you view a printed object the higher the printing resolution needs to be. But sometimes the low quality of the file is not a problem if the banner or flag will be viewing from several-meter distance.

### **Applications:**

If supplying your artwork we suggest sending it in the following formats:

PDF, TIFF, JPEG, EPS, CDR (up to version X3), AI (up to version CS3)

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