FABRICLAD PANELS
SETTING UP YOUR ARTWORK FOR PRINT

SOFTWARE

Files submitted for print must be professionally created and layed out in either Adobe InDesign, Adobe Illustrator or Quark Xpress; saved as native files and packaged or collected for output (ie with the linked graphics and fonts supplied or outlined). We do NOT accept artwork created in Corel or Microsoft Office packages.

VERY IMPORTANT: **If you supply your artwork as print ready PDFs your files WILL NOT be checked. You will be 100% responsible for any errors in your artwork as our full checking procedure cannot be carried out. Mindful of the cost of production, we do not recommend that you submit artwork in this format.**

FILE PREPARATION AND BLEED

Due to the nature of dye-sublimation printing, artwork files need to be supplied with a large bleed area - in fact banners need to be set up with at least 50mm of bleed. So for artwork created at half size 25mm bleed would be required, 16.6mm when setting up files at 1 : 3 and so on.

One other consideration when supplying the artwork files is that the bleed needs to be incorporated into the actual document layout size, rather than setting up a bleed area in the traditional manner. For example, if the final banner size is 2400mm deep x 3915mm wide the artwork file would be 2500 x 4015 in size, at 1 : 3 the document layout size would be 833.5 x 1338.5mm.

The artwork file is then run to print without bleed or trim marks and the banner trimmed and velcro'd to the final required dimensions. **(See fig 1)**.

IMAGES

Image resolution should be given careful consideration - as the final banner will be over two metres high and has to stand up to close inspection; as well as creating an impact when being viewed from a distance - the imagery is therefore all important. Files created in Adobe Photoshop should always be supplied in the CMYK colour mode and 100% in size at 72ppi or 220ppi for artwork set up at 1 : 3.

IMPORTANT REMINDER: **ALL pixel based imagery within the design should be supplied with an output resolution or 'Effective ppi' of 72 ppi (dpi).**

To prevent pixelisation the imagery should never be subjected to any major scaling within Photoshop and never use .jpgs within your design that have been 'grabbed' from websites, as these files are only suitable for viewing on screen and will not withstand enlargement of this scale.

When creating vector files in Adobe Illustrator (or any other software package) please make sure you are working in the 'CMYK preview mode'.

BEST BLACK

If your design incorporates a large black area within it, a solid, rich colour can be achieved by increasing the levels of Cyan, Magenta and Yellow to boost the colour. Our recommended CMYK mix is 60/50/40/100.

PROOFS

Please supply colour hard copies and / or PDF proofs marked with the relevant panel sizes. This will give us the means to check your files properly.

If you have any concerns or queries AT ALL please call us.

Fig 1.

1. Set up artwork file with bleed incorporated within the layout

2. But remember when designing the banner that after the file is run to print the edge of the design will be trimmed off

3. The velcro is then applied to the trimmed banner

DISCLAIMER: *The reason we ask for native files and linked graphics is so that we can check that all banners are set up to the correct sizes with the right amount of bleed and nothing important within the area that will be trimmed off. However we do not check every individual element of your artwork. So it is your responsibility to supply all elements (logos, images, etc.) in a format that is suitable for large format print.*

SHELL-CLAD | IT'S ALL ABOUT IMPACT

SHELL-CLAD®