

# **Surrey Banners**

## **Supplying files for digitally printed displays.**

Although Surrey Banners are Mac based we are able to work from files generated on either Mac or PC using most graphics packages.

Our preference is for Artwork to be supplied as PDF files. If you prefer you may supply us with native files from your graphics package - please refer to the guidelines below.

Following is a brief overview of how PDF's should be set up followed by program specific instructions.

### ***PDF settings***

Ensure the pdf is generated using Press or Print optimised settings  
The pdf should be produced with cut marks - no colour bars or registration marks  
Artwork should be set up at ¼ size with 5mm bleed all round  
Placed images and graphics must be in CMYK at a minimum of 300 dpi (at ¼ size)  
The pdf's colour mode should be CMYK

### ***Instructions for the most popular programs are as follows:***

#### ***Adobe InDesign - version CS4 or below***

Include all linked images, logo's and fonts using the "package" command under the File menu. If the artwork has been generated on a PC please use the "create outlines" command under the type menu to convert the font's to outline.

#### ***Adobe Illustrator - version CS4 or below***

Include all linked images, etc. Outline all fonts to avoid any potential postscript errors. Ensure overprint is set to off for all objects.

#### ***Adobe PhotoShop - version CS4 or below***

Images should be CMYK at a minimum of 300 dpi at ¼ size. Images should be saved as TIF, JPG or EPS. Please convert and text layers and flatten the file and check that the image has no layers. Do not use LZW compression for tif images - if you need to compress the image to make it smaller for faster upload or emailing please save the image as a JPEG at the maximum quality setting.

### *Quark Xpress - version 8 or below*

Include all fonts and images using the “collect for output” command under the File menu.

### *Corel Draw*

Convert all fonts to outline. We are unable to work with native Corel Draw files so please export the files as PDF, EPS or Illustrator files.

### *Microsoft Programs*

Word, Powerpoint and Publisher are **NOT** graphics packages and generally will yield poor results. You may create a PDF from these programs but unexpected results are likely. Please let us know if you have used Microsoft programs to create artwork and we will endeavour to supply the best print possible.

## ***General hints & tips for artwork***

### *Colour Matching*

If your artwork includes any colours that must be matched accurately - for example a corporate logo - please let us have a Pantone col to match to or supply us with a printed sample to match to. It is not always possible to match exactly to Pantone or other colours as our printers use a 4 col printing process, but we will always print as close as the process will allow.

Certain colours, for example lime green and bright orange, cannot be reproduced exactly using 4 col printing processes. You should refer to a Pantone Process Colour Book which illustrates how spot colours are likely to print on a 4 col press

RAL references should not be specified but we will try to get as close as possible.

Metallic and fluorescent colours cannot be reproduced using our CMYK 4 col process and should not be specified for large format output.

We are able to supply a proof print of your job (at additional cost) if colours are critical. If a colour reference is not supplied to us or a printed proof requested, colours will be deemed to be accurate and any reprints will be charged for.

Pixel based images must be supplied in CMYK format - we will happily print from RGB format but will not accept responsibility for any resulting lack of colour accuracy.

When an artwork includes a large area of solid black please use a spot colour of 40c, 40m, 40y and 100k. This is a “shiner” black and will ensure a solid colour with no banding, etc. Do not use this colour for black text or line art as the ink will bleed and not appear sharp.

### *Website Images & Logos*

Never “grab” an image or logo from your website and send it to us for printing. Images and logos used on websites are extremely low resolution pixel images and are never intended for print use.

### *Proofs*

We will happily send you a proof by email but this is simply to check that no text has dropped off and that all images and logo's are present and in the correct place. Colours should not be judged by an email proof as it is for on screen use only.

Should colours be critical we can supply (at additional cost) a hard proof printed on the machine that will print your final job.

### *Bleed*

Please allow a minimum of 5mm bleed at ¼ size on all documents. Certain products, mainly our roll up units require an additional 50mm (at ¼ size) at the bottom - please refer to our artwork templates for information. Where inset borders are part of the artwork please set them at least 5mm in from the edge (at full size - 1.25mm at ¼ size).

### *Fonts*

Only use legitimate PostScript fonts (never TrueType or Opentype unless absolutely unavoidable), include both printer and screen fonts on your disk. If you must use TrueType fonts, if possible convert them to paths/curves to avoid any potential problems. Do not use bold or italic options from the menu bar, use the correct bold or italic fonts. For example, rather than using Helvetica regular and clicking the **bold** button use Helvetica bold itself.

*If in doubt, please contact us:*

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