

## **PRINT READY ARTWORK SPECIFICATIONS**

### **BANNERS**

#### **Colours**

**COLOR-CMYK** (Cyan, Magenta, Yellow, Black)

Color space - CMYK 8 bits / channel.

All elements of the artwork need to have colors set to CMYK and do not contain RGB or Pantone colors. If however the artwork contains colours other than CMYK, please note that the CMYK conversion may create an undesirable color shift.

If the color scheme of printing is essential, it is necessary to provide a digital proof printed directly from the file sent to print.

When used in the project solids in black or black lettering large sizes, please use the color of the following component C30M30Y30K100.

We pay attention to the use of overprints, fillers and outlines - the only color that can be printed is pure black (0-0-0-100).

#### **FONTS AND TEXT**

Please convert all text to curves/paths, embed fonts and/or provide actual fonts.

#### **Bitmaps resolution**

Size of the file up to 100 cm - 150 - 200 dpi.

Size of the file more than 100 cm up to 200 cm - 100 -120 dpi.

More than 200 cm to 300 cm - 72 dpi.

More than 300 cm - 50 dpi.

#### **FILE FORMATS**

We prefer PDF documents - PDF version 1.3 (Acrobat 4). These files are easier to handle and will likely speed up your turn-around. Remember to add crop marks and FLATTEN your files before sending. We also accept:

JPEG – with the quality of at least 10, with no color profile, with no tracks

TIFF – flattened, LZW compression, no color profile, with no paths and alpha channels.

PDF version 1.3 (Acrobat 4).

Files made in Corel, please export to PDF, TIFF or JPEG.

#### **SIZES**

For printing up to 300 cm can be 1: 1 scale

Above 300 cm - scale 1:10 with a resolution bitmap 10x scale 1: 1 according to the point of Resolution bitmaps.

**BLEED** - A bleed is when anything you want to print touches the edge of the paper, i.e., a line, a photo, illustration, background, etc. You must make sure that the print ready artwork has 2cm bleed all around for the formats up to 500cm and 5cm bleed all around for the formats more than 500cm.

**MARGIN** is the opposite of bleed: Please keep all text and critical design elements at least 5 cm to the inside of the border of your document. This gives you a safe zone to guarantee no trimming of your text will occur.

(Plus the value of any bleed).

### **FINAL CONSIDERATIONS**

PDF files must be flattened all the bitmaps all together with the background to a single bitmap with a suitable resolution. This speeds up the process of ripping and ensures the correctness of the print.

If the files prepared in Corel contain the shadows with transparency under the vector elements please separate the shadows from the vectors and flatten them together with the background before exporting to PDF. If only your version of Corel allows, for the shadow can be used the mode of multiplication (multiply).

**Files should not contain printing markers and frame determining the graphic format.**

### **NOTE!**

Final size tolerance is **+/- 2%**. In case of absolute necessity of keeping the size given this information should be included in the order form and the files must be prepared with bleeds.