PRINT READY ARTWORK SPECIFICATIONS
posters and roll-ups

Colours

COLOR-CMYK (Cyan, Magenta, Yellow, **Key)**
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 - posters
Size of the file up to 50x70cm - 300 dpi.

Size of the file up to 70x100cm - 200 dpi.
above to the format CLP (120x180cm) – 120-150 dpi.

Bitmaps resolution – roll-ups

Size of the file 85x207cm - 150 dpi.

Size of the file 100x210cm - 120 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.

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

MARGIN

In the files for roll-up, the visible graphic after rolling up the from the cassette equals 195cm measured from the top. Below this dimension can appear only the background.

In the files for posters CLP (citylights) there should be kept an interval of significant graphic elements (texts, logos) minimum 5cm from the edge of the border of the artwork. This will prevent these elements to be hidden under the frame.

SIZES
Files in 1:1 scale

BLEED

The files of posters and roll-ups should not have any bleeds.

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 **(overlay).**

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