



## Artwork Specifications - Digital Print

These are the general guidelines that should be used when creating documents for large format digital printing.

### Artwork Layout

#### InDesign & Illustrator

We prefer to receive files in Illustrator native formats (ai, eps, pdf). We can also accept InDesign files if required.

The layouts should be supplied proportionate to the final output and at a standard scale (100%, 50%, 25%, 10%) and with at least 30mm bleed.

All elements, including fonts and linked files need to be supplied where appropriate. A hard copy or low res PDF of the final art is required for proofing. If the artwork is for large format output, all fonts must be converted to outlines, images linked and supplied, then saved as a native illustrator file.

Common applications **NOT** supported are: MS Word, MS Publisher and MS PowerPoint.

#### Photoshop

For all general printing Photoshop files should be supplied as CMYK or RGB as either TIFF or EPS. Photoshop EPS files with a maximum quality jpg compression are preferred. Files should be saved with embedded ICC profiles on.

#### Recommended Resolutions at full size.

Large outdoor prints and banners	35 dpi
Wall Graphics	80 dpi
Displays	120 dpi

In most cases, images should not exceed 200 mb.

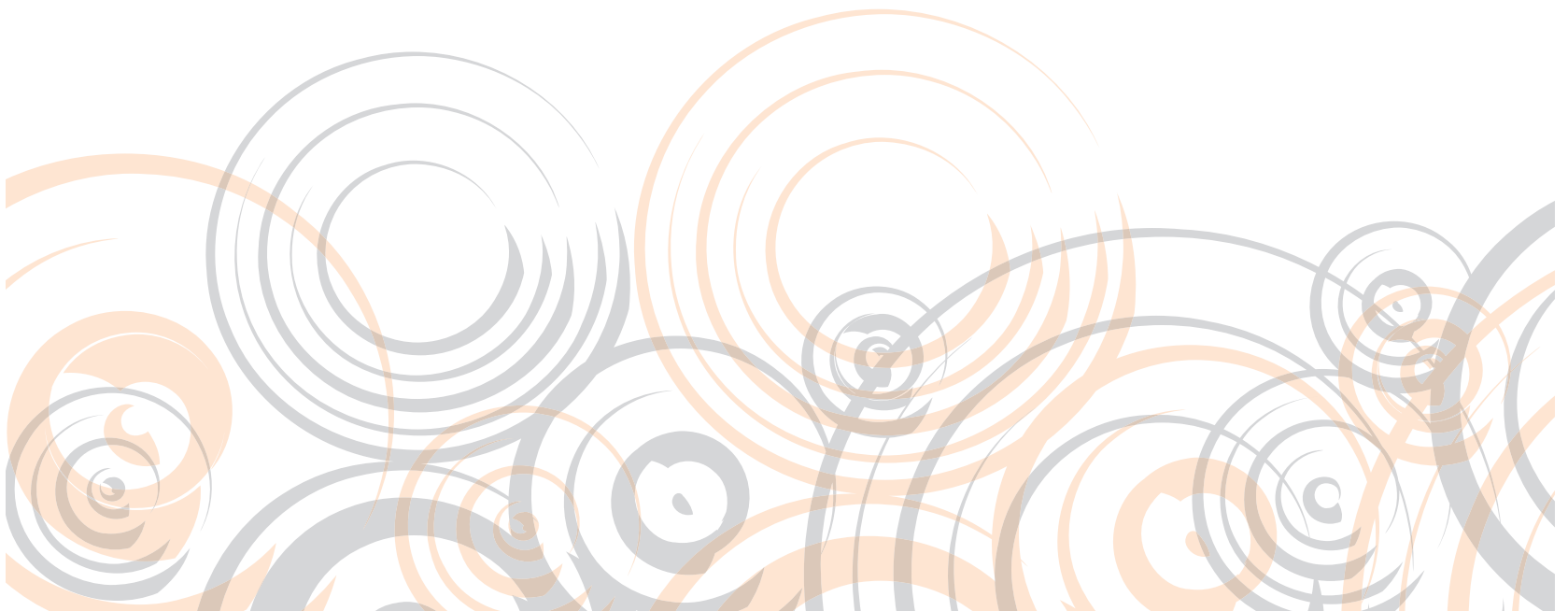
#### Colour Matching

Pantone colours cannot be matched perfectly with process inks, but given a reference we will match as close as possible. Please specify any important PMS or corporate colours that need to be matched. For close matching a sample of the colour will be required.

Use Pantone Solid Coated swatch library and leave as spot colours for best results.

#### Blends / Gradients

For best output results, create blends in Photoshop at the correct size and import directly into the layout application. Blends and gradients should also be given a greater amount of steps to avoid banding.



## Digital Print *(cont.)*

### Print Ready PDF

When creating a PDF for print, set to “High Quality Print” or “Pre Press” default settings. Also include bleed.

### Supply of Artwork

Files under 10mb can be sent via email. Larger files can be supplied on CD, DVD or Flash Drive, or delivered online via applications such as yousendit.com (a free service - contact Cooltone for links and more information if required)

### Proofing

Proofs will be supplied for sign-off prior to production. All proofs must be signed off before production commences. Proofs will be supplied in Low Res PDF format as an overall and exact interpretation of the job layout. The proof should not be used to indicate colour or final output resolution.

### Time Frame and Costing

Allow up to 10 days from time of approval of artwork for job completion. Any artwork requiring adjustment or creation will incur an additional cost. If art requires alteration, the client will be notified with an approximate cost.

Graphic design & artwork will incur a fee of \$60/hr.

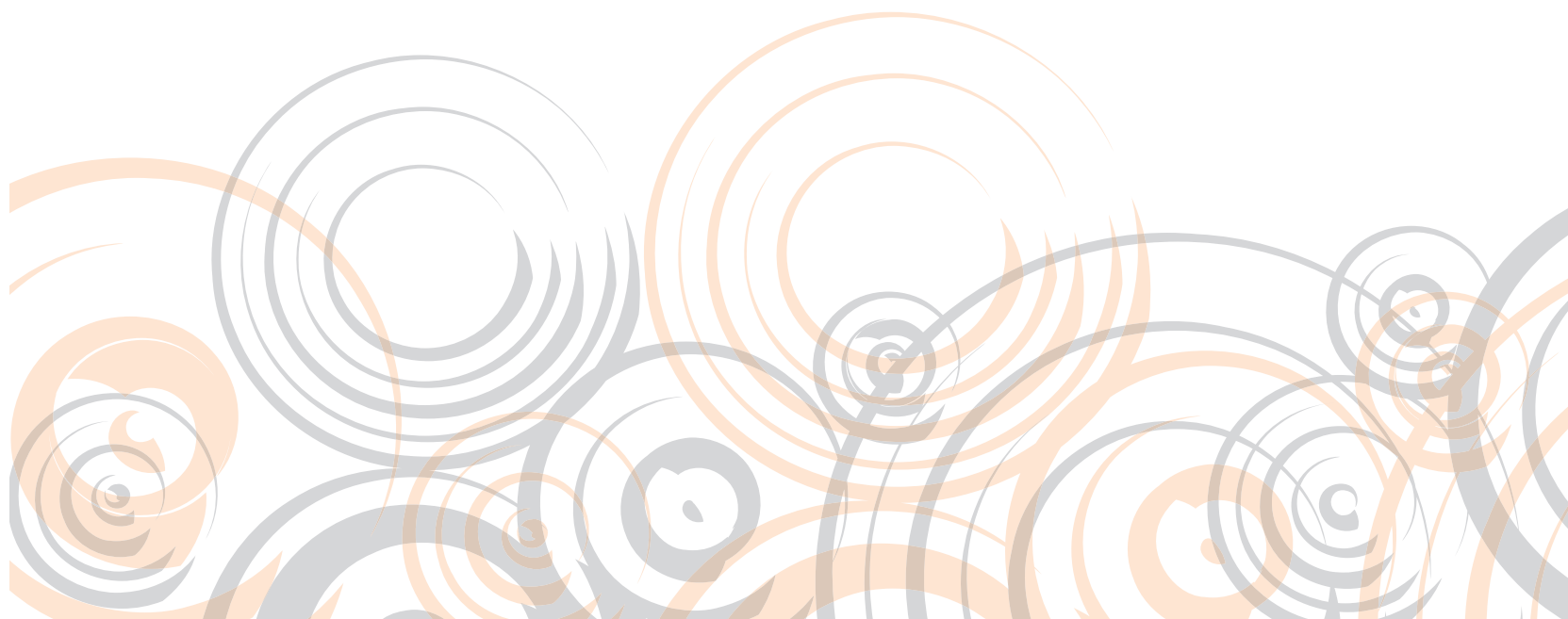
### Variations

Due to the inherent nature of process inks, some fading may occur, particularly in outdoor applications. We will not guarantee exact colour matching if any damaged print requires replacement more than three months after initial installation.

Slight colour variations will be evident when changing between different media types.

### Wall Graphics

For optimum application results, walls should be finished in acrylic prep coat or gloss enamel finish. We cannot guarantee maximum adhesion to pre-existing paint coatings.





## Artwork Specifications - Precision Cutting

These are the general guidelines that should be used when creating documents for precision cutting.

### Artwork Layout

#### Illustrator

Illustrator is our preferred application for layouts. We also accept DWF (Cad) and vectorised PDF but the preference is to receive files in Illustrator format.

A hard copy proof or soft copy PDF of the final art is needed for checking. It is preferable to convert all text to outlines, or supply **ALL** used fonts in a PC format.

Common applications that are NOT supported are: MS Publisher, MS Powerpoint, MS Word and **ALL** bitmap image files ie JPEG, TIF, BMP, GIF etc.

#### Colour Matching

Pantone colours cannot be matched perfectly with some vinyls . Given a reference we will match as close as possible. Please specify any important PMS or corporate colours that need to be matched. For close matching a sample of the colour can be required.

#### Artwork Supply

Generally all native vectorised files are small and therefore easily emailed as an attachment. EPS files often have the least efficient compression rate, but will pack down considerably in a ZIP or RAR file if too large to email.

#### Proofing

Proofs may require to be supplied for signing off prior to production, all proofs must be signed off before production commences. Proofs will be supplied in Low res PDF or Jpg format as an overall and exact interpretation layout of the job. This E-mail should not be used to indicate colour match.

#### Time Frame and Costing

Allow up to 10 days from time of approval of artwork for the job to be completed. Any artwork that requires adjustment or creation will incur an additional cost. If artwork requires alteration, client will be notified with an approximate cost of alterations being made.

Graphic design & artwork will incur an hourly fee of \$60.00/hour.

#### Vector vs Bitmap

Bitmaps can **NOT** be used for precision cutting, but can be converted to a reasonable degree of accuracy at an additional cost where no vector art is available.

A simple test to check whether your image is a bitmap or a vector is to zoom in to the edge of a shape.



**Vector**  
Smooth Edges  
at any scale



**Bitmap**  
Jaggy Edges  
when scaled up