

# Non-Template Driven Artwork Submission Guidelines

*Please follow the steps below when establishing your artwork for print*

## Guidelines for non-templated artwork submission

1. Create artwork in CMYK colour mode.
2. Supply all linked images separately. Ensure these are converted to CMYK.
3. Set all fonts to curves/outlines before submitting.
4. Remove any overprint within your file.
5. Artwork produced at 100% - Images (bitmaps) must be supplied at a minimum of 150dpi.
6. Artwork produced at 50% - Images (bitmaps) must be supplied at a minimum of 300dpi.
7. Artwork produced at 25% - Images (bitmaps) must be supplied at a minimum of 600dpi.
8. For textile products (custom flags) please allow for 30mm bleed all round.
9. For banner & sign products please allow for 5mm bleed all round.

## Colour

1. We print using 4 colours. All pantone data submitted will be converted to the closest CMYK equivalent. We will match to Pantone but this will be a 4 colour match only. Some pantones are not achievable and if this is the case we will inform and provide you with details of the closest match.
2. If you require a pantone sample we can provide you with this to ensure you are satisfied before committing to the main print run.
3. If you can provide us with a physical sample of your colour we can attempt to match this for you.
4. Please be aware sampling can cause short delays with your print run.

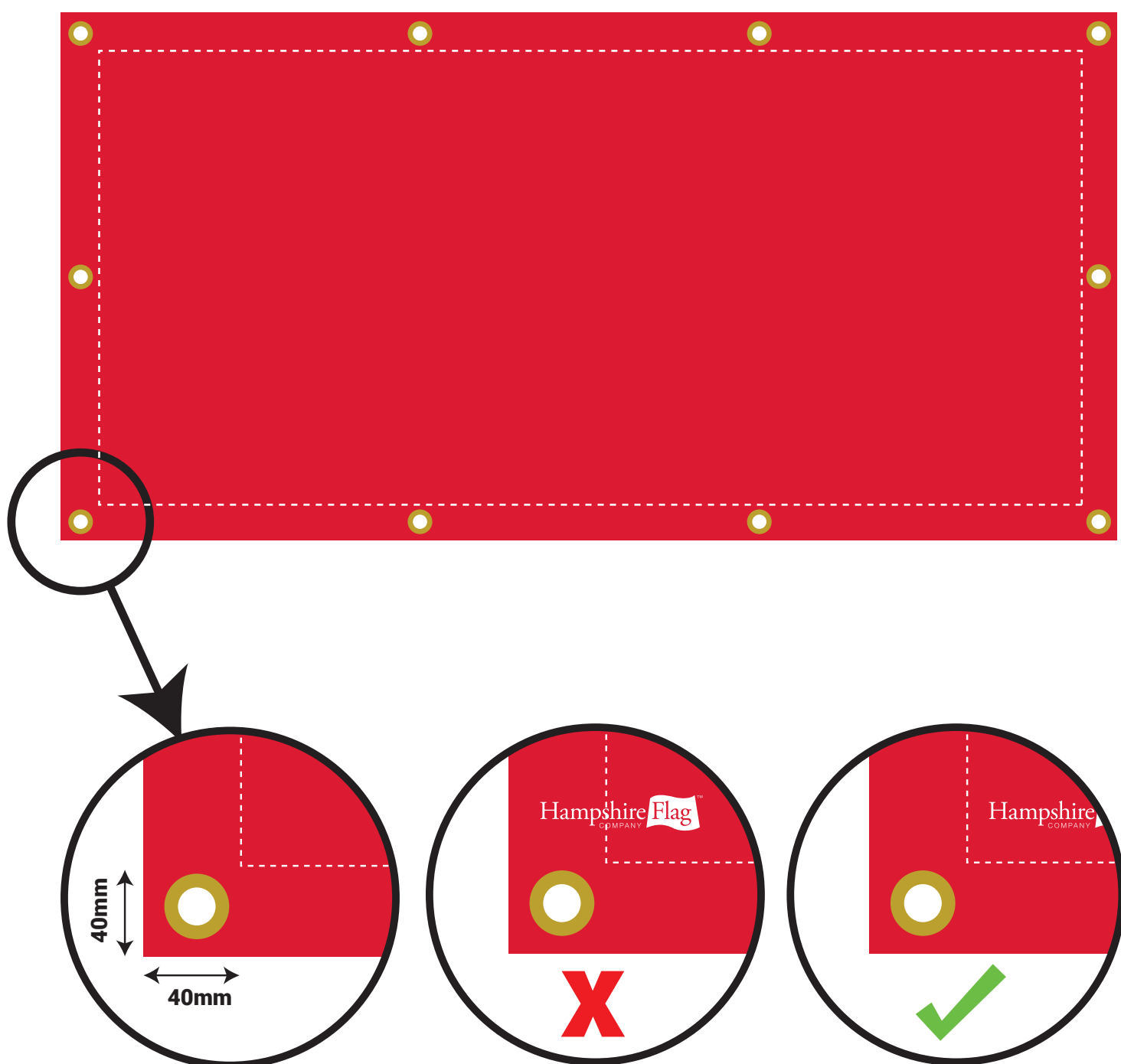
## Alternative file formats

1. Although we prefer a PDF file, if you need to supply your file in another format we can accept **.ai .eps .indd .jpeg & .tiff**. Please use the above information as a guide.
2. If you can't provide any of these formats please speak to our Design Team to advise best practice - 02392 237130 - Option 2.

## Banners with a hem & eyelets finishing

Please ensure you leave enough space around the edge of your finished artwork to accommodate the eyelets. You should leave at least 40mm of clear space between the edge of the banner and where any critical logos or graphics appear.

Eyelets are punched approximately every 50cm and are laid automatically.



## Banners with a pole pocket finishing

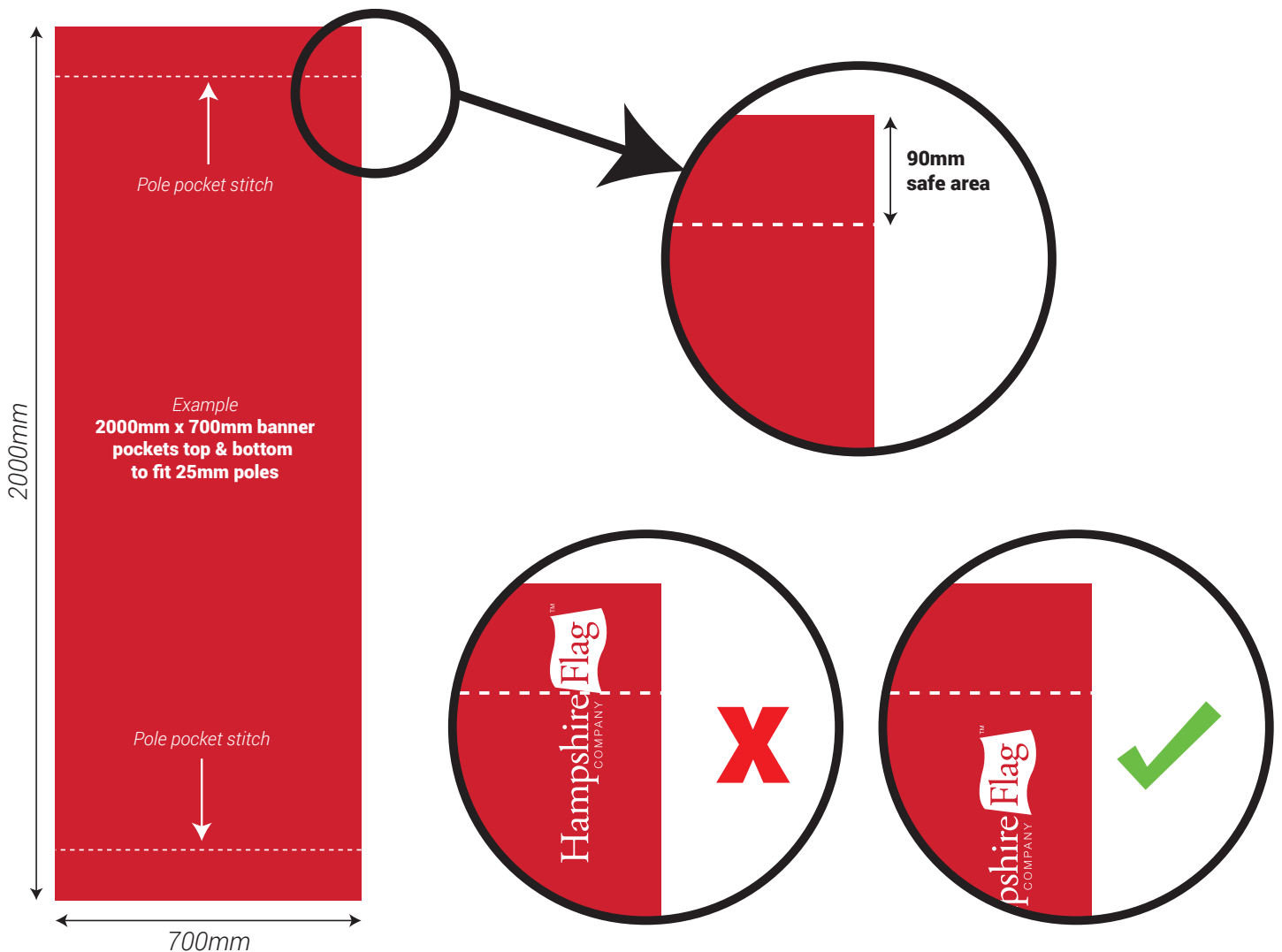
Please ensure you leave enough space at the sides of your banner where you intend to have pole pockets. There are many different pole widths so the table below will help you to achieve this.

Simply find the diameter of the pole you wish to fit your product and leave that amount of space clear of any critical logos or graphics.

These are the most common pole diameters that should cover your needs but if you have a different diameter pole please contact us to assist you.

*Example*

Pole diameter	10mm	18mm	20mm	25mm	32mm	42mm	50mm	60mm
Safe area	50mm	60mm	70mm	90mm	110mm	125mm	145mm	160mm



## 45 Degree angled flags

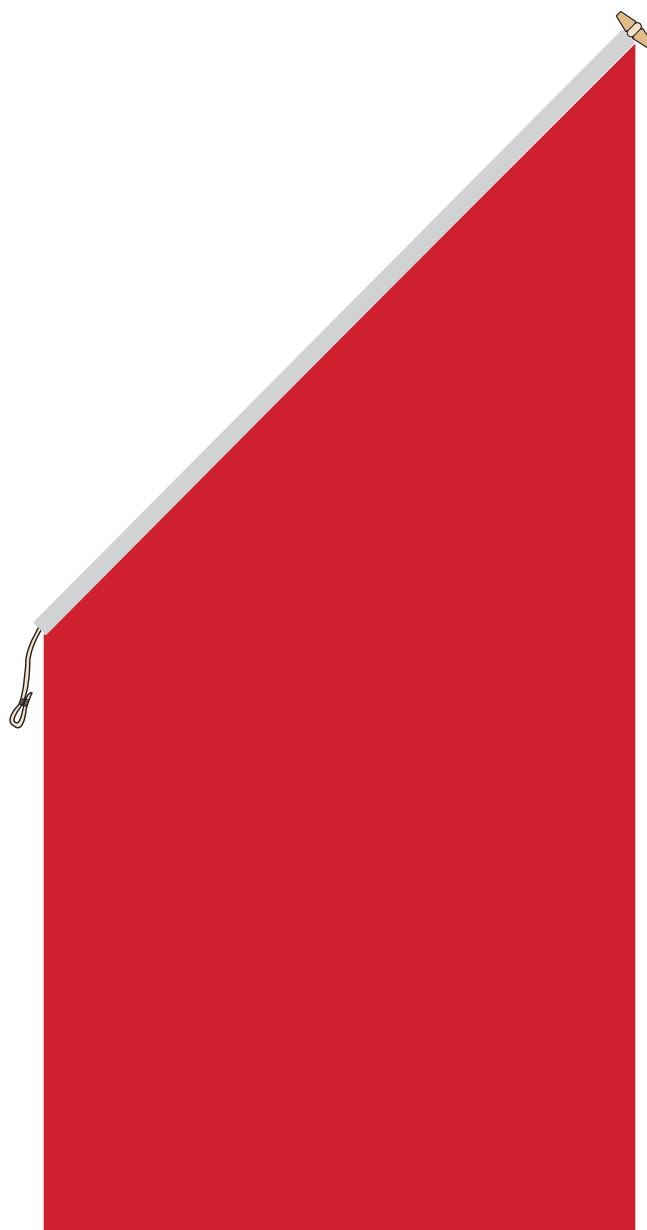
Please ensure your design your flag with the 45 degree cut away in mind. Removing this section drastically reduces your design space and needs to be carefully considered before submitting your artwork.

An example of the difference between a normal flag and one that has had the angle removed is below.

*Standard rectangular flag*



*45 degree angled flag*



## Lightboxes

Lightboxes can come in any size so although we can't provide a template we can give you some basic instructions to follow when establishing your artwork for print. You must ensure your artwork takes into account the fact that the frame will eat into the space available to work in so an example has been established below to help you in this process.

The profile for the frame is normally 30mm all round so we recommend you minus 80mm from the height and width to ensure your artwork fits within the visual area of any lightbox.

### 300cm x 100cm lightbox example

