

## ARTWORK SPECIFICATION

SETTING UP ARTWORK FOR LARGE FORMAT PRINTING DIFFERS GREATLY FROM BROCHURE OR LEAFLET PRINTING. FILE SIZES ARE OFTEN VERY LARGE SO IT MAY HELP IF YOU SET UP YOUR ARTWORK IN A VECTOR DESIGN PACKAGE SUCH AS ILLUSTRATOR OR FREEHAND.

### MAIN POINTS TO REMEMBER

- **SCALE** your artwork proportionally (e.g. 50% or 25% size) to reduce file sizes for very large files.
- **RASTER IMAGES** should be NO LESS THAN 200dpi and NO MORE THAN 350dpi and placed at 100% into your final artwork file - try not to scale them up after you have placed them. IMAGES DOWNLOADED FROM THE INTERNET ARE TOO LOW RESOLUTION AND NOT SUITABLE!
- **NO RGB MODE IMAGES** convert all your images to CMYK.
- **FONTS** please outline ALL fonts, convert them to paths or supply them in a folder with your file as we may not hold them in our system.

### FILE FORMATS ACCEPTED

- **ILLUSTRATOR** (version CS3 or less)
- **FREEHAND** (version MX or less)
- **QUARK XPRESS** (version 7 or less, Collected for output with images and fonts included)
- **HIGH QUALITY PRINT PDF** (CMYK images & 300dpi or more)

### MEDIA FORMATS ACCEPTED

Artwork can be supplied on CD or alternatively you can upload your artwork via the upload facility on our website - *look for the link on our homepage.*

### COLOUR PROOFING AND MATCHING

Always supply a colour print out of your artwork - we can only colour match to a printed sample or pantone references for spot colours. Without this we cannot be held responsible for inaccurate colour matching. We can however supply a colour proof if this is requested at time of ordering.

### DISCLAIMER

IT IS IN YOUR BEST INTEREST TO FOLLOW THE INSTRUCTIONS ABOVE - IF YOUR ARTWORK IS NOT SET UP IN ACCORDANCE WITH IT, EVM CANNOT BE HELD RESPONSIBLE FOR INACCURATE OUTPUTS AND YOU MAY INCUR CHARGES FOR ANY NECESSARY AMENDMENTS WE HAVE TO MAKE. THIS MAY ALSO COMPROMISE YOUR DELIVERY DEADLINE.

