

# Digital Artwork Guidelines 2016

The first thing to mention is that with poor artwork you will, without question or exception produce poor results. When we say poor artwork we mean poor quality origination. You cannot use low-resolution images and expect fantastic results. If for example you send us images that have been extracted from existing websites, they simply will not be good enough.

If you are creating the artwork in-house then the product we can provide is simply a vehicle for your own creativity, a blank canvas giving an opportunity to express yourself. Our advice would be to keep it simple with the minimum of text and the most eye catching quality high-resolution images. You can of course use our team of experienced graphic designers to create your artwork or even utilise their extensive industry/knowledge to get you up to speed. The choice is yours but either way... We are here to help.

## Getting started

Please supply in Adobe Illustrator CS6 (or earlier), Adobe Photoshop CS6 (or earlier), Adobe InDesign CS6 (or earlier). These will preferably be Mac format but we can also accept PC files created from these programs.

## Selecting your print style

We have two main in-house printing options available to choose from:

**Chromira** - This is a photographic RGB colour print process and works well with graphics predominantly image based. Due to it's photographic process and substrate it produces pin sharp image and text clarity.

**Roland** - This is an Inkjet CMYK colour print process that works well with bright and vibrant colours present in you design. It's especially good with Pantone colour matching.

## Creating your artwork

Your artwork should be created in pro at one quarter the finished size e.g. Final size - 2000mm x 1000mm = Artwork size - 500mm x 250mm. Your artwork should also include 5mm bleed around each panel; at final size this will give you 20mm bleed.

Request a template - Our in-house design team will happily supply you with a visual template to aid the path from artwork to print.

## Do's & Don'ts

**Do** try and supply your artwork using the original artwork files/links/fonts used to create it rather than a PDF. This will give us more control over colour balancing images or corporate colours.

**Do** supply any fonts used within your artwork and also within secondary files e.g. Placed Illustrator eps's.

Alternatively you can convert your text to curves/paths.

**Do** ensure all scans included within the document are as high a resolution as possible, ideally 300 - 400dpi.

If at all possible please supply a Vector version (Illustrator eps/ai) of your logo. Remember, increasing a scan's dpi to the required parameters does not necessarily guarantee improved print quality.

**Do** try and keep small text away from panel breaks. As a rule we try to avoid copy under 50mm Cap-height running over panel breaks. Also be aware that 'End caps' are tightly curved panels and logos/text placed within the middle of these panels may not be visible from the front.

**Do** supply a colour proof with your artwork and any colour samples that you may need us to match.

**Do** ensure all work has been spell checked before supplying.

**Do** use the 'Collect for output/Package' option included within your program. This will guarantee that all scans, fonts, profiles included in your artwork will be gathered into one folder thus reducing the risk of missing files.

**Don't** use transparency. New versions of Illustrator and InDesign offer raster effects and transparency. Although these features greatly enhance designers' options, they often cause problems with final output of high-resolution printers. Problems that often occur are:

Unexpected results, colours not matching, unexpected artefacts, and missing objects. We highly recommend that you use Photoshop to create special effects like drop shadows and transparent objects, and then simply "place" the image traditionally in the layout program.

**Don't** embed scans. Link them to external files and supply with the finished artwork file separately.

**Don't** convert any Pantone colours to CMYK or RGB, as this will make it easier for us to colour match.

## Supplying your artwork

We are capable of receiving your files in the following ways:

**YouSendit.com** - Please compress files and connect to <https://www.hightail.com/u/Warrens-Display>

**Wetransfer.com** - Please compress your files, upload and email the link to your account manager

**Post** - Please write your files to a DVD and send to the office relevant to your account manager

If in doubt about how to supply your artwork please contact us and we will help.



your **total** exhibition  
and display **solution**



W: [warrens.co.uk](http://warrens.co.uk)  
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