ARTWORK GUIDELINE

We accept only finalised output files: pdf, eps, tiff in CMYK.

Because of potential errors that might occure in production process we cannot accept open files, such as: .ai, .cdr, .indd, .psd and others.

TIFF files must be flattened to the background and saved with the LZW compression.

Files for prints up to 5m must be prepared in scale 1:1
Files for prints over 5m must be prepared in scale 1:10

Please do not indicate the eyelets, inscriptions, file names, cropp lines.

Fonts in the files should be turned into curves.

Each design should be prepared in separated files or on separated page.

The file orienatation should be the same as on the order placed.

Resolution of the raster elements:
vinyls, papers, roll-ups

size of the print	resolution (1:1 scale*)
up to A4 size	300 ppi
over A4 size	150 ppi

Banners

up to 2m2	55 ppi
over 2m2	45 ppi

⓾ in case the file is in 1:10 scale the resolution must be 10x higher than given in the chart

Every file should consider the safe area (zone, which should be free of all important elements, e.g. Logos, letters, etc.)

Safe area:

Finishing	Safe area (1:1 scale)
cut to size + eyelets	3cm
sleeve (double-sided banner)	4cm + flat sleeve
sleeve	3cm + flat sleeve

If the size of the artwork exceeds the max material width (for banners it's 3m, for vinyls 1,3m) the artwork will be divided into panels. The panelling will be made by Printing House. If you divide the artwork into pieces on your own, we cannot guarantee the pieces will match perfectly.

To obtain the right saturation of the black colour depth the following CMYK values should be used:

BANNERS: C-86 M-85 Y-79 K-100
VINYLS, ROLL-UPS, PAPERS: C-30 M-30 Y-30 K-100

The maximum percentage coverage with ink (TIL) CMYK component can not exceed 300%.

C-30 M-30 Y-30 K-100 = 190 - OK
C-80 M-90 Y-50 K-100 = 320 - WRONG