

# artwork specs

Your Digital Printing Specialists

Contact our art department

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(Artwork with coloured backgrounds will have a white border)



HAVE YOU >>>

- Set **IMAGES @ 300dpi**
- Setup **COLOUR in CMYK**
- Outlined / embedded fonts**
- No Bleed**

You are now ready to supply print ready PDF

## DO NOT INCLUDE TRIM OR REGISTRATION MARKS

Supplying artwork to Digimax Printing: It's as easy as 1,2,3...

### 1. HOW TO SUPPLY ARTWORK

- Preferred methods: (In order of preference)
- Email (up to 10Mb)
- FTP Transfer (Over 10Mb)
- USB Flash Drive
- CD / DVD

### 2. ACCEPTABLE FILE FORMATS

- Preferred methods: (In order of preference)
- PDF\* (Save at Press Quality settings. PDF version 5.)
- EPS (Postscript Level 2)
- Adobe Illustrator or Adobe Indesign (CS3 - PC only)
- Photoshop (CS3 - PC only) with Layers
- Coreldraw X3, X4
- TIFF, JPEG, or Any High Resolution Bitmap

Other File formats which may be acceptable but definitely not preferred:

- MS Products i.e Word, Publisher etc

### 3. COLOUR MATCHING - Available for PDF & EPS files only

Colour matching can only be guaranteed to within 10% of Digimax's sample chart printed on the material you require. Sample charts are only available from Digimax for colour selection by prior arrangement.

To enable colour matching you must nominate a spot colour i.e. PMS (Leave as the spot colour setting - do not change to PROCESS or CMYK) from the Pantone Colour Solid Coated Colour range.

Files must be provided as an PDF or EPS and have used the Pantone Solid Coated Colour Chart. You must not rename the PMS colour or colour matching will NOT work.

## The ABC's of Setting up Artwork Files

### A. DESIGN CONSIDERATIONS FOR DIGITAL PRINTING:

Be Cautious... when using colours blends, gradients, transparencies and shades [These can cause unexpected results when printing at large scales, including colour inconsistency and banding.] If in doubt we suggest your request a sample (This is charged at the same rate as any other print but may be scaled)

- The minimum type point size recommended is 8pt, 10pt reversed
- Files should be supplied with all fonts converted to curves.
- All images must be converted to CMYK and set at 300dpi at the actual size
- Photoshop files supplied layered where possible.

### B. SCALING ARTWORK

If your prints are to be viewed less than 1 metre use the CLOSE SPECS. If your prints are to be viewed less than 20 metres use the AWAY SPECS If your print is to be used for distances of over 20 metres use the DISTANT SPECS. Some file formats will require you to provide scaled artwork due to file & size limitations.

- CLOSE SPECS: Viewing Distance under 2 metres Set your file to 100% @ 300dpi
- AWAY SPECS: Viewing Distance under 20 metres Set your file to 100% @ 150dpi
- DISTANT SPECS: Viewing Distance over 20 metres Set your file to 25% Actual Size @ 300DPI

### C. IMAGE QUALITY PREFERRED METHODS:

Images that are less than 150dpi when printed at 100% are not suitable for wide format printing. We do not recommend you resize or resample images up. All images are to be in CMYK format. To make sure your images are acceptable quality, view them at actual size i.e. 1:1 scale.

**\*PLEASE NOTE:** Only a 'Print Ready PDF' (ie Correct size, resolution & flattened images) will be processed with no artwork charges. All other file types will attract a processing charge.