

Artwork and print file preparation guide

Files we can't accept



- Low quality raster files
.png .jpg .gif etc.
- Document files
.ppd .psd .doc etc.
- Password protected
or low quality .pdf

Files we accept



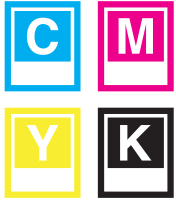
- High quality vector files
.pdf .ai .eps
- High quality photos
300 dpi
- Flattened .tiff files (saved
with LZW compression)

Print files with artwork size under **4m²** must be prepared in a **1:1** scale.

Print files with an artwork exceeding **4m²** must be prepared in a **1:25** scale.



1. All text must be outlined or converted to curves.
 2. All bitmaps and other elements of design must be embedded in the document.
 3. Each design must be saved as a separate file or a separate page in a multi page file.
 4. Orientation and dimensions of the print file must be accompanied by matching written dimensions.
 5. File resolution must be 300 dpi as standard. If required we will reduce as necessary
 6. All print files must be prepared in CMYK colour model with an 8-bit colour depth.
The same colour reference can have a different tone when printed on a different material or with a different technology.
- Files prepared in other colour spaces are automatically converted into CMYK colour space.



7. Print files **MUST NOT** contain ICC colour profiles
8. To obtain the right saturation of the black colour depth the following value must be used : **C50 M50 Y50 K100**
9. In case of spot PANTONE colours, the selected colours must be used in the file.
10. It is not possible to ideally reproduce PANTONE colours in digital print. Colours on the printout may differ from the original by one shade
11. If accurate colour representation is necessary, a physical proof must be supplied. The proofs must be prepared after final verification of the print files.
12. In the absence of colour model, the artwork is printed in accordance with CMYK colour values contained in the file.
13. Printouts from past productions are not a colour model. They can only serve as a benchmark for print production.
14. We do not cross reference CMYK colours to RAL/HKS colour charts.
15. Artwork templates are available for some of the products from our sales department.
16. Files would be printed in the appropriate .dpi subject to products specifications and taking into account viewing distance.

It is the customers responsibility to check the artwork and return it to our art department with approval or if any ammendments are required indicate clearly the changes required in timely manner. Please proof read all artwork files carefully. Responsibility for ANY errors/omissions or spelling mistakes will lie with the customer upon sign off and delays in artwork approval may cause delays in production.

Flynn Signs & Display will be not held liable for the improper transfer of files prepared contrary to the guidelines above into print forms or the improper transfer of files containing objects originating directly or indirectly from Corel Draw or AutoCad programs. Moreover, it may refuse to accept files improperly prepared. All additional operations aimed at aligning the files with the guidelines and all changes made by Flynn Signs & Display upon the request of the customer shall be treated as an additional service rendered for a possible charge.