

## OUR REQUIREMENTS

1. Colour mode - CMYK
2. Supply at the correct scale (72dpi @ 100% min)
3. Include bleed (min 3mm)
4. Outline all fonts in your artwork file
5. Supply your artwork in PDF format
6. Embed any images to avoid links dropping out
7. Supply as vectors and high-resolution images
8. We do not require crop & printer marks on your artwork files

• **Artwork supplied in RGB**, intended for digital use only, will automatically be converted to CMYK when printed which will effect the vibrancy and composition of your colours.

If you have any specific colour requirements or have supplied in a different colour mode, for example **Pantones & Spot colours**, **please contact us**.

If you are at all concerned about colour-matching we can supply a hard copy sample to be produced prior to your order being printed, just let us know (charges apply).

- Ideally, we would ask to supply at 100% scale, for large printing we can except 50% or 25% (if your file is raster artwork, please ensure the resolution is a minimum of 72dpi at 100% scale and 300dpi at 25% scale).
- We require all fonts on your artwork to be converted to a shape (outlined). Any un-outlined fonts could drop out or be misinterpreted during the print process.
- PDFs are our preferred file format that work best with our printers.
- Vector artwork can be scaled to any size without pixelation, they use geometric shapes rather than pixels to generate an image. If using images, we would recommend supplying the resolution at a minimum of 72dpi when at 100% scale.

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### ARTWORK BLEED

We require a minimum bleed around your artwork to allow for accurate printing, cutting and application.

- Direct Print (Rigid Board Substrates): 3mm
- Print Applied To A Substrate (e.g. vinyl skin applied to ACM): 10mm
- Framed Whiteboards: No Bleed Required

Product specific artwork templates are available on their product page on our website to download in PDF format, however if you can't find what you need, please get in touch and we can send them to you.

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### CUSTOM CUT ARTWORK

We have the ability to die cut and kiss cut custom shapes with our in-house router. Ideally, we require 3 layers in your PDF, from the top to bottom, Cut, Original & Bleed.

- For the 'Cut' layer, you will need a vector cut line as a stroke or path.
- The 'Original' layer is how your artwork should look when cut.
- For the 'Bleed' layer, you will need to extend the colours from the original layer to create the bleed.

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### FRAMED WHITEBOARDS

The overall size for your framed whiteboards includes the Aluminium frame, which is approx. 22mm thick. When designing your whiteboards, you will need to allow for the frame. We recommend keeping all important text, logos and images within the safe area of 50-100mm from the edge.