

ARTWORK GUIDELINES

Large Format

2024

Artwork Format



ACROBAT PDF



INDESIGN



ILLUSTRATOR



PHOTOSHOP

WE ACCEPT:

- PDF / INDD / AI / EPS / TIFF / JPEG / PSD
- Logos and text as vector files or artwork 100dpi minimum at actual print size
- Artwork scale 1:10 (10%) 1:4 (25%) please indicate scale used
- Include linked images and do not embed
- Text converted to outlines / paths or fonts supplied
- Layered files preferred
- Include bleed

WE DON'T ACCEPT:

Please be aware that files from the Microsoft Office suite of programs (Word, PowerPoint, Excel and Publisher) aren't designed for commercial printing.

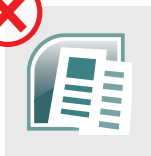


Image Resolution/Quality – large format graphics

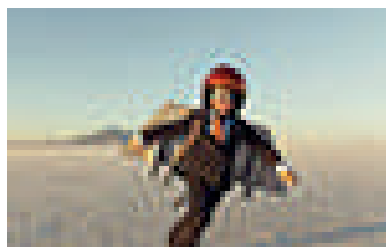
The general rule of thumb is to use as high a resolution as you can without the artwork becoming too large to work with and unprintable.

BEST RESOLUTION LARGE-FORMAT



If images/artwork supplied are low-resolution they will never be good enough quality to print from, pixelation always reduces quality.

LOW-RESOLUTION (PIXELATED IMAGE)



Viewing Distance	Minimum Resolution	Application
Up to 3 feet (small format)	260 – 300 dpi (300dpi preferred)	Printed collateral, i.e. brochures, flyers, posters
3 feet – 25 feet	150 – 200 dpi (180dpi for fabric)	Exhibition stand graphics, (window graphics, wall murals etc.)
25 feet	75 dpi	Building wraps, banner graphics
More than 25 feet	30 – 75 dpi	Billboards

Viewing affects artwork setup and image quality and the following rules of criteria usually apply:

Please note – large format printed images will be expected to have some pixelation when you view the graphics close-up.

When an image is resized to a bigger wall, pixels stretch and grow – fewer dots fit within an inch. The larger the dots become, the more the image breaks down and the artwork becomes pixelated.

RESOLUTION – detail or quality of an image, e.g. low-resolution vs high-resolution or low-res vs high-res.

DPI – dots per inch; more dots = more image to work with, e.g. 72dpi vs 300dpi.

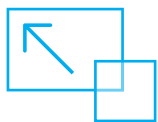
PIXELATION – over enlarging and image causes the image quality to break up into pixels.

PHOTOGRAPHIC IMAGES – are made up from lots of tiny physical squares (or 'pixels').

When an image is resized, pixels stretch and grow - fewer dots fit within an inch. The larger the dots become, the more the image breaks down and the artwork becomes pixelated.

VECTOR GRAPHICS – are mapped out using mathematical equations which calculate where the edges of the shapes sit in relation to one another. Vectors have smooth edges and be scaled without losing their quality.

Print Ready Files – large format graphics



ARTWORK SCALE

As a general rule, large format graphics are set up at scale 1:10 of finished size.

Please inform us of the artwork size, scale and bleed provided or include it in the file name, i.e.

ElevationA_18000x6000mm_Scale1-10_300mm_Bleed



DOCUMENT BLEED FOR LARGE FORMAT GRAPHICS



Bleed – ensures that no unprinted edges occur in the final trimmed document.



Trim – the actual size of your document once printed, trimmed and adhered to substrate (trim same as our wall dimensions).



Safe zone – or clear space refers to area where your design and graphics will not be trimmed off.

As a general rule please use the following settings:

Silicone Edge, Lightboxes, Vinyl (unwrapped) 20mm

**If substrate is thicker, i.e. 18mm MDF will need extra bleed to allow graphic to wrap around edges*

Large wall wraps (including wallpaper) 100mm

Large exterior graphics Top 100mm Bottom 200mm Left 200mm Right 500mm

Smaller Graphics

A5, A4, A1, A0, A2 & other small printed graphics 3mm

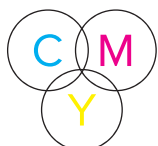
Bleed Scaling – bleed should be scaled down in line with document scaling

i.e. for large exterior frontages Artwork scale 1:10 = bleed Top 10mm, Bottom 10mm, Left 10mm, Right 50mm



COLOURS – CMYK / PANTONE

- Supply colours as CMYK not RGB
- Black – if needed use four colour rich black: 75c 75m 75y 100y
(gives the print a deeper colour – using just black can cause the image to appear “washed out”)
- Specify Pantone (PMS) colour references if used
**** Pantone colours cannot be used in gradients ****
- Pantone colours may be matched to best CMYK interpretation due to limitations and output
- Print files should not contain ICC colour profiles
- Overprints not to be used in files



FONTS - OUTLINES OR SUPPLY ALL FONTS

Fonts within vector artwork (containing text) will need to be converted to outlines, or converted to paths. This means that text is no longer text - it is now a graphic and cannot be edited or altered.

- If artwork edits will be required, supply all fonts with the packaged folder
- If you prefer not to outline fonts, supply all fonts with your packaged folder
- Outlining creates anchor points (direction points) at the end of direction lines

FONT

outlined font
direction
point



FONT

non-outlined
font & cursor



Final Artwork Checklist – large format graphics



WHAT TO CHECK

- Convert RGB to CMYK and label all colours used
- Artwork created in proportion to final size i.e. 1:10 or 1:4
- Include bleed – Top 100mm, Bottom 200mm, Left 200mm, Right 500mm
- Include linked images – do not embed them
- Is image too pixelated? Ideally a minimum of 72 dpi actual printed size
- Outline or supply the fonts

Hi-Res PDF Export

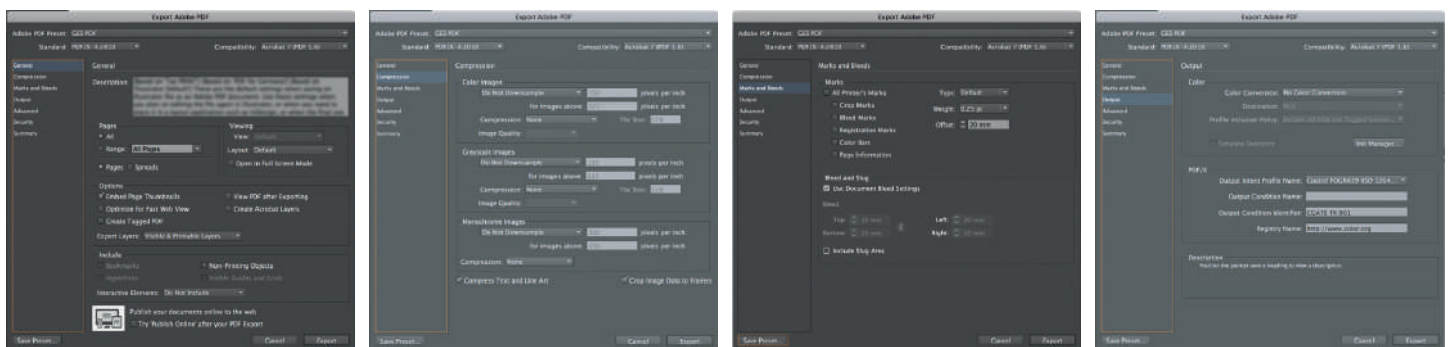


CREATING A HI-RES PRINT PDF

If you are unfamiliar with producing hi-res print PDFs use the following screengrabs to define your Adobe Acrobat presets in alignment with GES's printer output – General, Compression, Marks and Bleeds and Output.

For visual reference, please also supply a low-resolution PDF for each graphic supplied.

e.g. [Client_Show_Wall-number_low-res.pdf](#)



Sending Artwork – via FTP / WeTransfer or



HOW TO SEND US YOUR ARTWORK

You can also use Wetransfer to send us files under 2GB <https://wetransfer.com> or if your files are over 2GB in size you can use <https://transferxl.com> for up to 5GB

- Please ZIP all files before uploading or sending.
- Uploaded files must be clearly labelled e.g. [Client_Show_Wall-number](#)



