

Aurelius

Print Media



ARTWORK GUIDELINES

Formatting your Artwork



ACROBAT PDF



INDESIGN



ILLUSTRATOR



PHOTOSHOP

WE ACCEPT:

- PDF / INDD / AI / EPS / TIFF / JPEG / PSD
- Logos and test as vector files or artwork 100dpi minimum at actual print size
- Artwork scale 1:10 (10%) 1:4 (25%) 1:2 (50%) 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 DO NOT ACCEPT:

Files from the Microsoft Office suite of programs (Word, PowerPoint, Excel and Publisher) these aren't designed for commercial printing.

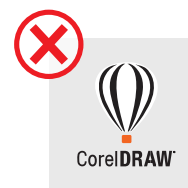
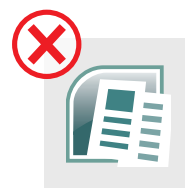


Image Resolution/Quality

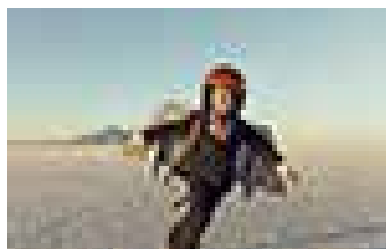
The general rule of thumb is to use as high a resolution as you can without the artwork becoming too large to work with and unprintable.

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.

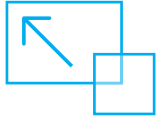
DPI – dots per inch; more dots = more image to work with, e.g. 72dpi vs 300dpi.

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 can be scaled without losing their quality.

Print Ready Files

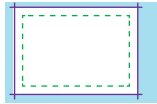


ARTWORK SCALE

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.

Wall A - Width x Height - Quantity - 10% scale



DOCUMENT BLEED FOR EXTERIOR 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.



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:

Vinyl 20mm bleed to each edge

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

Large Wall Wraps and Banner Fabrics 100mm bleed to each edge

Foamex Panels 5mm bleed to each edge

Silicone Edge (Keder) or Lightboxes No bleed required

Banner Stands 5mm to Top, Left and Right but 300mm to bottom

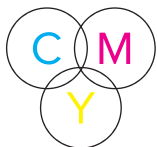
*This allows the banner to sit firmly within the banner stand system

A5, A4, A1, A0, A2 & other small printed graphics 5mm bleed to each edge



COLOURS - CMYK / PANTONE

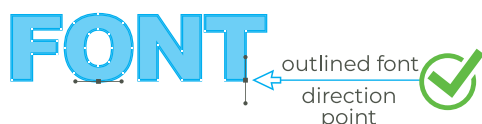
- Supply colours as CMYK not RGB
- Black – if needed please use: 30C 30M 30Y 100K
(gives the print a deeper colour – using just black can cause the image to appear “washed out”)
- Specify Pantone (PMS) colour references if used
**** Pantone colours cannot be used in gradients ****
- Pantone colours may 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



Final Artwork Checklist



WHAT TO CHECK

- Convert RGB to CMYK and label all colours used
- Artwork created in proportion to final size i.e. 1:10, 1:4 or 1:2
- Include bleed – Generally, 100mm bleed to each side is perfect
- 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
- No printers or crop marks on your artwork

Hi-Res PDF Export



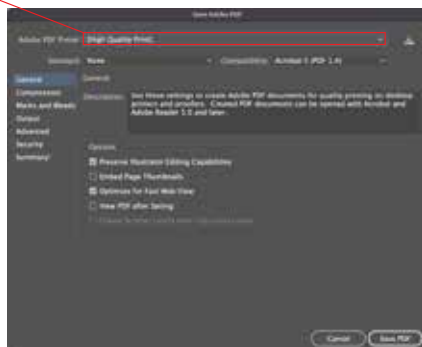
CREATING A HI-RES PRINT PDF

If you are unfamiliar with producing hi-res print PDFs use the following screenshots to define your Adobe Acrobat presets in alignment with our printer output

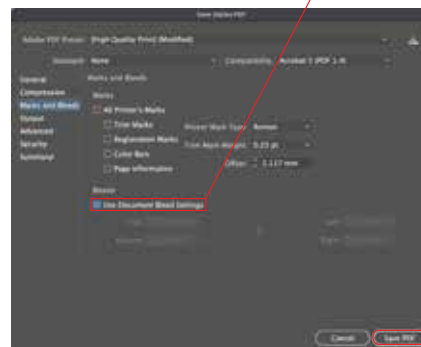
For visual reference, please also supply a low-resolution PDF for each graphic supplied.

e.g. Wall A - Width x Height - Quantity - **low-res.pdf**

1 Check the file is set to “High Quality Print”



2 Only check the “Use Document Bleed Settings” option



3 Finally, click “Save PDF”

Sending Artwork

HOW TO SEND US YOUR ARTWORK

You can send small artwork files via email to: sush@aureliuspm.co.uk

You can 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. Wall A - Width x Height - Quantity



wetransfer

