



FABEREXPOSIZEUK

# ARTWORK GUIDELINES

If you are supplying your own artwork, please follow our artwork guidelines to make sure there are no delays.

If you need further support or a little help, please contact us further.



Email

Send your artwork to your account manager or [studio@northernflags.com](mailto:studio@northernflags.com)

Total file size limited to 10mb



Web

Send your artwork using [www.wetransfer.com](http://www.wetransfer.com) to your account manager or [studio@northernflags.com](mailto:studio@northernflags.com)

Total file size limited to 2gb



Post

Post a USB stick and send to your account manager

Total file size limited by USB stick

#### Artwork Guidelines

# SETUP

## SCALE

Supply files at final size unless larger than 4500mm which will need to be supplied at 10%.  
Please state the final size and scale in the name

## EFFECTS

All effects should be flattened, expanded or rasterised

## FILE TYPE

We use Adobe Create Cloud Suite.  
We recommend supplying a PDF, however Illustrator and InDesign files will work if following the guidelines

## CUTTER

All artwork to be shape-cut should contain a stroke spot colour named, Cutter which overlays the artwork

## BLEED

10mm bleed required at final size

## COLOURS

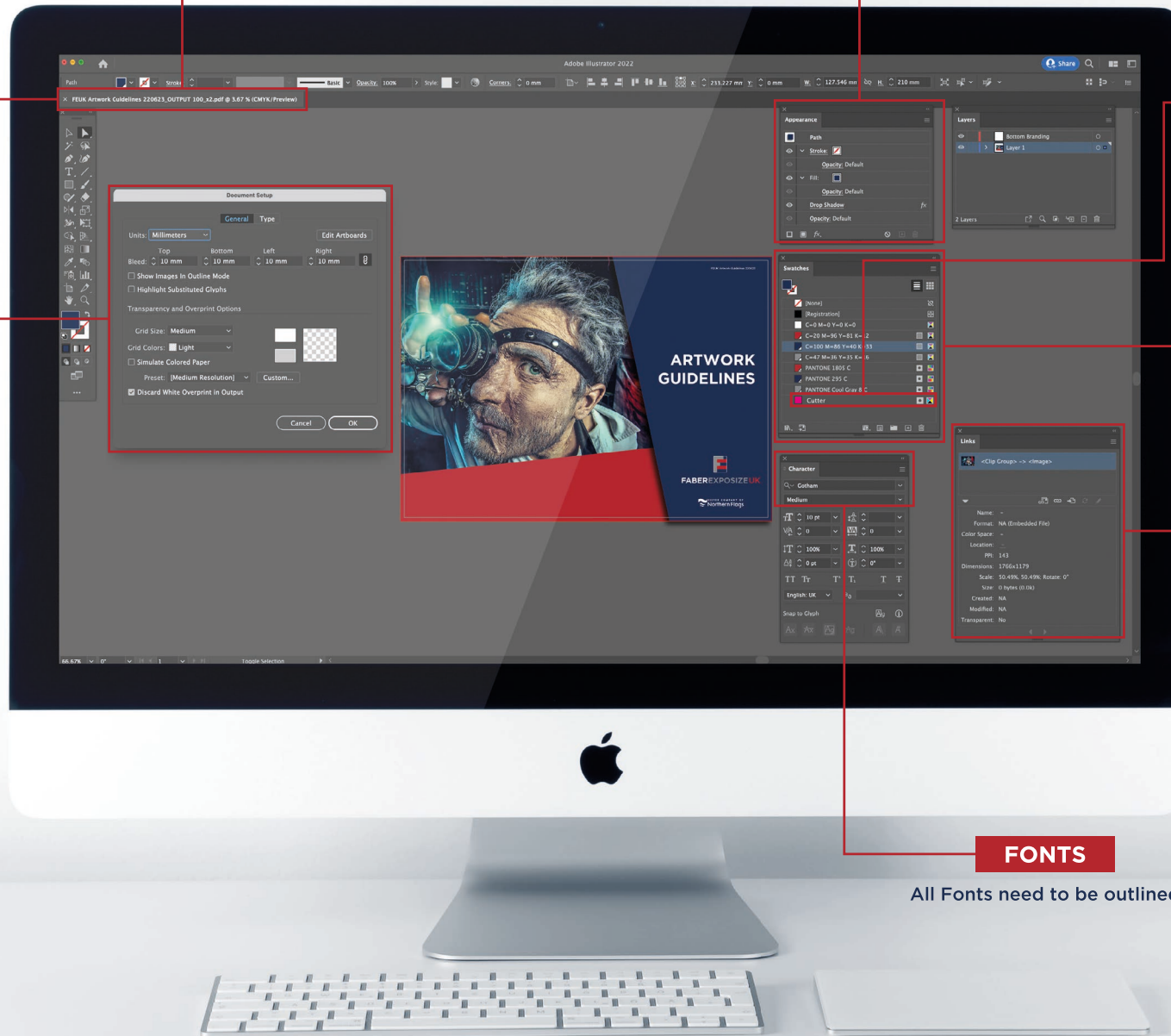
Colours should be CMYK or Pantone.  
We can convert RGB to CMYK but we can't guarantee the result

## LINKS

Links should be embedded.  
If supplying InDesign or Illustrator files then links must be supplied if not embedded

## FONTS

All Fonts need to be outlined

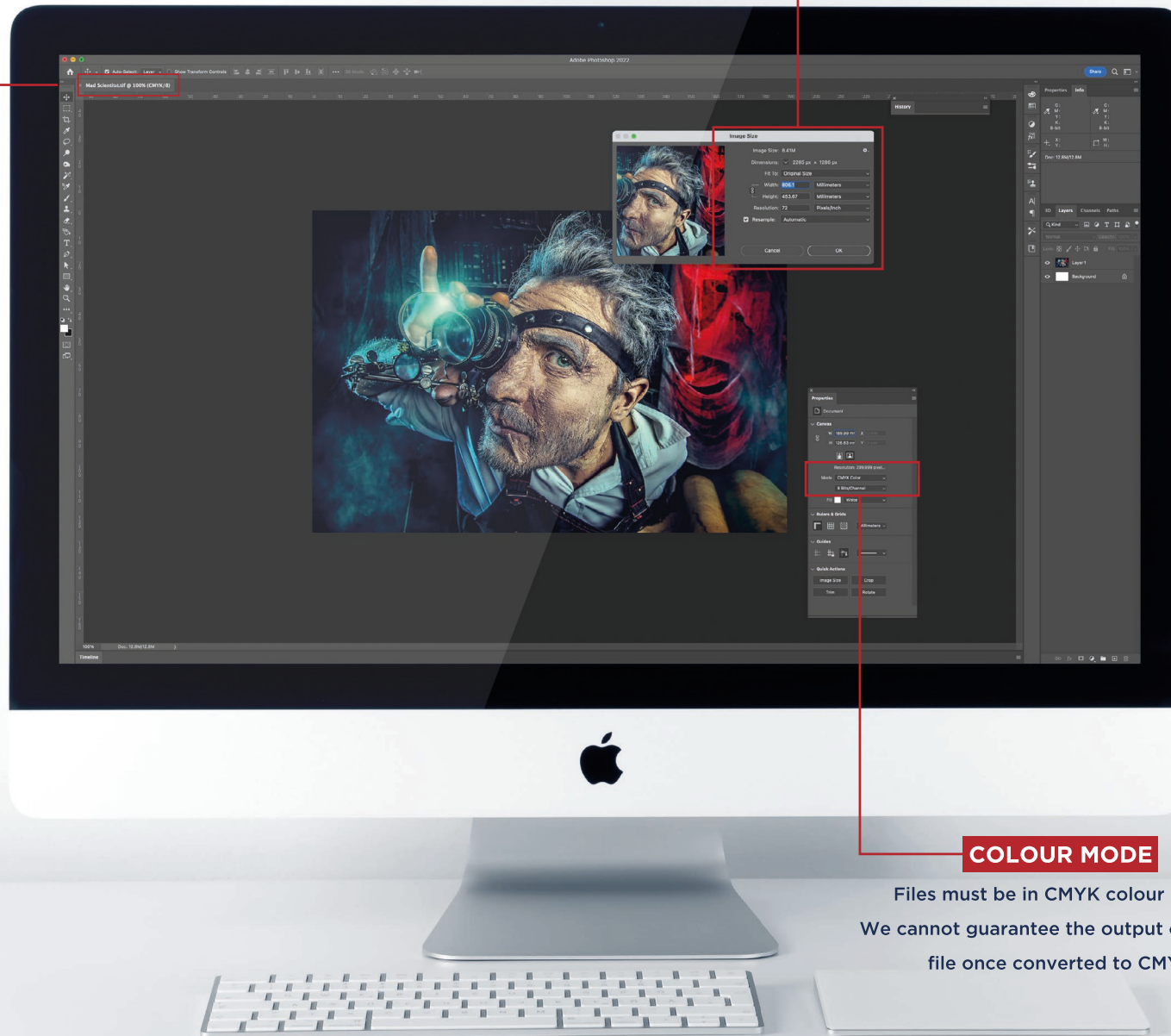


## Artwork Guidelines

# BITMAP LINKS

## FILE TYPE

We use Adobe Create Cloud Suite.  
Please supply a layered version  
along with the flattened version  
just in case we need to make  
adjustments



## RESOLUTION

Resolution at final size depends on the viewing  
distance and size of the print.

The ideal resolution for different format sizes are as below:

- LARGE FORMAT: 75PPI**  
Over 2m
- MEDIUM FORMAT: 150PPI**  
1m - 2m
- SMALL FORMAT: 300PPI**  
Under 1m

## PPI OR DPI EXPLAINED

**PPI (Pixels per Inch).**  
Describes the number of  
squares that show up in an  
inch of a digital screen.

**DPI (Dots per Inch).**  
Describes the number of  
physical dots of ink in an inch  
of a printed document.

## COLOUR MODE

Files must be in CMYK colour mode.

We cannot guarantee the output of an RGB  
file once converted to CMYK

## Artwork Guidelines

# OVERVIEW & CHECKLIST

## FILE TYPE

We recommend supplying a PDF, however Illustrator and InDesign files will be fine if images embedded, fonts outlined or files supplied packaged with all fonts and links

## SCALE

Supply files at final size unless larger than 4500mm which will need to be supplied at 10%. Please state the final size and scale in the name

## BLEED

10mm bleed required at final size

## COLOURS

Colours should be CMYK or Pantone. We can convert RGB to CMYK but we can't guarantee the result

## FONTS

All Fonts need to be outlined unless supplied as a packaged folder

## RESOLUTION

The ideal resolution for different format sizes are as below:

**LARGE FORMAT: 75PPI**

Over 2m

**MEDIUM FORMAT: 150PPI**

1m - 2m

**SMALL FORMAT: 300PPI**

Under 1m

## LINKS

Links should be embedded. If supplying InDesign or Illustrator files then links must be supplied if not embedded

## CUTTERS

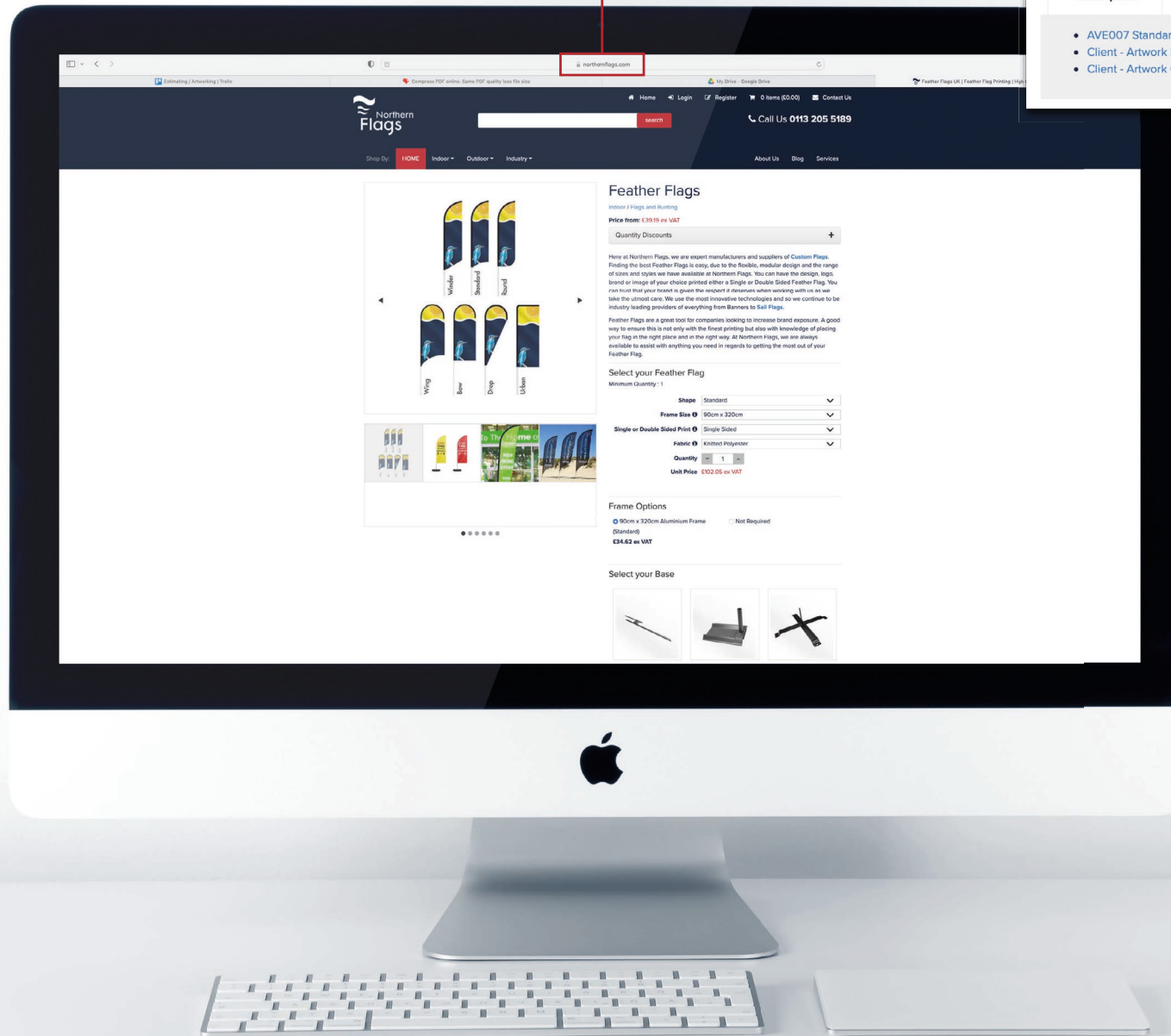
All artwork to be shape-cut should contain a stroke spot colour named, Cutter which overlays the artwork

## Artwork Guidelines

# TEMPLATES

## TEMPLATES

Templates can be downloaded from [www.northernflags.com](http://www.northernflags.com)  
or requested from your account handler



Description	Technical Specification	Artwork Templates and Downloads
-------------	-------------------------	---------------------------------

- AVE007 Standard Knitted Polyester 90x280cm To Scale.pdf
- Client - Artwork FAQs.pdf
- Client - Artwork Guidelines.pdf

### Artwork Guidelines

