

# FABRIC PANELS

## SETTING UP YOUR ARTWORK FOR PRINT



### SUPPLY 'PACKAGED' FILES FOR PRINT

WE DO NOT ACCEPT PDFs.

Please supply native layout files (packaged with linked graphics and fonts supplied or outlined). A PDF proof should be sent for checking against. We accept files in Adobe InDesign, Adobe Illustrator or QuarkXpress. We do NOT accept artwork created in Corel or Microsoft Office packages.

### IMAGES

Pixel based images should be set up at a minimum of **75 ppi at output**. We do NOT accept responsibility for pixelation of undersized images.

*It is your responsibility to check that your images are not undersized.*

All images must be set up in **CMYK**.

*If artwork is produced at half or third in size, images should be in pro to that.*

### BLEED

**SEE THE IMPORTANT NOTE BELOW. BLEED NEEDS TO BE INCLUSIVE OF THE ARTBOARD** 50mm bleed is required when working at full size.

*If artwork is produced at half or third in size, bleed should be in pro to that.*

### SOLID BLACK

Our recommended mix (for large areas of black) is CMYK **60/50/40/100**

### PANEL DIMENSIONS

We will supply panel dimensions for your stand graphics by email.

### FILE PREPARATION AND BLEED

Due to the nature of dye-sublimation printing, artwork files need to be supplied with a large bleed area of 50mm. For artwork created at half size 25mm bleed would be required, 16.6mm when setting up files at one third and so on.

Bleed needs to be incorporated into the actual document layout / artboard size, rather than setting up a bleed area in the traditional manner (dragging elements into the 'slug' area). For example, if the final banner size is 2400mm deep x 3915mm wide the artwork file would be 2500mm x 4015mm in size; mindful that approx 50mm is going to be trimmed off all four sides. (See fig 1 opposite).

The artwork file is then run to print without bleed or trim marks and the banner trimmed to the required dimensions.

### IMAGE PIXELATION

To prevent pixelation the imagery should never be subjected to any major scaling within Photoshop. Never use .jpps within your design that have been 'grabbed' from websites, as these files are only suitable for viewing on screen and will not withstand enlargement of this scale.

When creating vector files in Adobe Illustrator (or any other software package) please make sure you are working in the 'CMYK preview mode'.

For further information, please contact Shell-Clad Ltd. direct.

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1. Set up artwork file with bleed incorporated within the layout



2. But remember when designing the banner that after the file is run to print the edge of the design will be trimmed off



3. The welts or velcro is then applied to the trimmed banner

**DISCLAIMER:** The reason we ask for native files and linked graphics is so that we can check that all banners are set up to the correct sizes with the right amount of bleed and nothing important within the area that will be trimmed off. However we do not check every individual element of your artwork.

*So it is your responsibility to supply all elements (logos, images, etc.) in a format that is suitable for large format print.*

