

MAGICLAD PANELS

SETTING UP YOUR ARTWORK FOR PRINT

VERY IMPORTANT

Please read and follow these guidelines very carefully; correction fees WILL be incurred if you don't!

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

BLEED

- **10 mm 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 **40/40/40/100**.

PANEL DIMENSIONS

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

FILE PREPARATION

When we run artwork to print, we trim using the crop marks created by the software package. This is why we need each panel set up exactly to scale within the artwork file. Designers working in InDesign and Illustrator can create spreads of pages/artboards at different sizes, thus enabling the design to remain as a complete spread where necessary. (See fig 1)

When artwork is set up in this way, and supplied as a spread, we can guarantee that the panels will trim correctly and the final design will join seamlessly as you expect it to. If your design has elements within it that stop at a panel edge this file will need to be supplied as an individual panel with the bleed added all round (see fig 2).

IMAGE PIXELATION

To prevent pixelation the imagery should never be subjected to any major scaling within Photoshop. Never use .jpgs 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'.

If you have any concerns or queries AT ALL please call 01825 872 390

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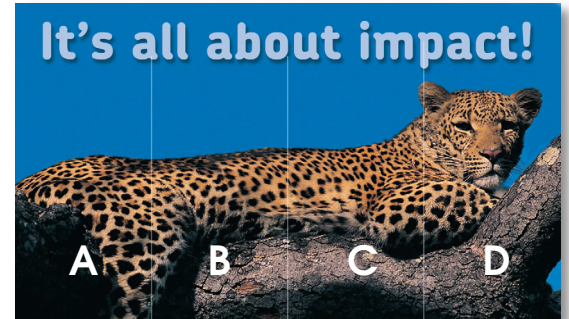
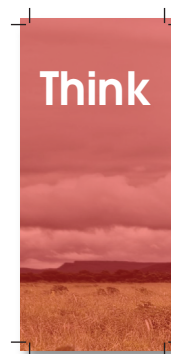


Fig 1. Files supplied in InDesign or Illustrator can be set up as a spread with different page widths. For example panel A is a different width to panel B.

Fig 2.



When an element within the layout stops at a panel edge this page will need to be extracted from the spread and supplied as an individual panel with the necessary bleed added on all four edges.

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.

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