

# ARTWORK FILE SETUP GUIDE

## 1 | FORMAT

Coleman Group supports Illustrator & Photoshop file formats only.

This includes: .eps, .ai, .pdf, .tif, .jpeg & .psd

**INDESIGN FILES WILL NOT BE ACCEPTED**



## 2 | FONTS

Please ensure all fonts are converted to outlines. In Adobe Illustrator and Adobe Indesign this is achieved by selecting all (⌘A) then selecting TYPE/CREATE OUTLINES (⌘↑O).

This will ensure that your text is printed in the way that it was designed. Files provided without fonts outlined risk font substitution or text re-flow and will be rejected at the prepress stage.

## 3 | RESOLUTION - DPI

Large format digital printing requires a much lower resolution than offset printing.

Ensure all images are either embedded in the file, or provided with the artwork files.

All files should be provided at either 100% or 10% of its output size.

The resolution for any image need not be provided over 70DPI at final output size (700DPI at 10% of output size). For items with a viewing distance of over 1.5m this could be further reduced. Feel free to contact Coleman Group directly for any specific recommendations.

*Any files provided that exceed 80DPI dpi will be resized to a more manageable and appropriate size and this extra handling time could incur extra charges.*

## 4 | BLEED & SAFE AREAS

The guidelines below provide over all estimates, but generally you should remember that the larger the out, the more bleed is required. This is especially important for stocks that can stretch or shrink such as the Coleman Group range of fabrics.

### RIGID BOARD (IE - FOAMEX AND CORFLUTE)

For rigid board please provide **20mm** bleed on all sides. Within the artwork area you should leave an area clear of any key text or logos of at least **5mm**.

### SELF ADHESIVE VINYL

**50mm** bleed on all sides and a safe area of **20mm**.

### BANNERS

For banners please provide **100mm** bleed to all edges. For banners requiring pockets, a safe area of **200mm** should be observed on the sides where the pockets are to be sewn. For other sides a safe area of **20mm** is sufficient.

### FABRIC

Fabric in particular is prone to shrinking and stretching throughout the printing and finishing processes.

#### Under 3 meters output size in either direction

Please provide bleed of at least **100mm** on all sides and a safe area of **50mm**.

#### Over 3 meters output size in either direction

Please provide bleed of at least **200mm** on all sides and a safe area of **100mm**.

*Any files provided with an insufficient amount of bleed will require intervention from our Prepress Team which may alter the final look of your printed piece and incur extra charges.*

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## TOP QUESTIONS ANSWERED

**Q: My artwork is output size is too large for the Adobe Illustrator or Indesign artboard?**

A: Reduce your files to 10% of your output size.

**Q: I don't have any PMS colours - Can I be assured my print will be colour accurate?**

A: Unfortunately we can't ensure anything without Pantone Standard PMS colour references or a **physical proof**. However we do run colour management software which is run to Australian colour standards, we also have a test print sign off procedure to minimise errors.

**Q: What is a Pantone Standard PMS Colour?**

A: A Pantone Standard PMS colour is any colour contained in the Pantone® Series Colour books. I.e. 'McDonalds Yellow' is not contained in these books.

**Q: How do I embed images?**

A: In Illustrator open your links palette and from the drop down select 'embed image'. Providing any file in PDF format automatically embeds the image. If you are unsure, supply the image as a separate file.

**Q: I work in InDesign, but it says you don't accept InDesign files?**

A: Simply export your file as an eps or pdf when you're finished, making sure you have outlined your fonts and checked your file to make sure you have the right amount of bleed and your images have enough resolution.

**Q: Do you need crop marks?**

A: We don't need them, but if you want to put them on make sure they are **outside the bleed**.

**Q: Do you need any registration marks, colour bars etc?**

A: **No**, please do not put them on, they will be deleted by our art team. This adds additional time and potential cost.

**Q: I don't have enough bleed on my file?**

A: Sufficient bleed is crucial to ensure the sign is printed and displayed correctly. Files must have required bleed to be accepted.

**Q: My software only allows up to 25mm bleed**

A: Reduce your files to 10% of your output size.

IF YOU HAVE ANY MORE QUESTIONS OR CONCERNS WHEN SETTING UP YOUR ARTWORK, CALL

US ON **(02) 9784 9222** or email Ray at [rpittman@colemangroup.com.au](mailto:rpittman@colemangroup.com.au)