

### *What file type should I send?*

We can accept artwork in a variety of formats incl:

*PDF Individual pages not multi page pdf's (Ensure layers are flattened)*

*Cdr (Corel) - Convert to curves or supply fonts*

*Psd (photoshop)*

*Ai (Adobe Illustrator) - Convert to curves or supply fonts*

*Jpg*

*Tiff*

*Bmp*

WORD and POWERPOINT documents are only suitable for layout reference, not as a printing source.

### *What colour mode should I use?*

We can work with RGB or CMYK files although RGB produces more vibrant results. PLEASE DO NOT USE SPOT COLOURS

### *What size should I make my file?*

Consider the end result you are looking to achieve. How large will it be? From what distance will it be viewed? 100dpi - 125dpi at full size will produce excellent results for things like **Posters** and **Display boards/panels**. Dpi on your computer actually means PIXELS PER INCH and should not be confused with true dpi or DOTS PER INCH used by printers. If you **reduce** the file dimensions, then **increase** the dpi accordingly.

### **Example:**

**85cm x 200 cm @ 100dpi - can be reduced to 21.25cm x 50cm @ 400dpi (25% of original size).**

Files should rarely be more than 75mb. As a rule, files containing just text and colour should be very small (usually between 300kb and 3mb) adding photos will bump up the size significantly.

### *How can I reduce the file size without losing quality?*

Using VECTOR based programs such as **Corel Draw** or **Adobe Illustrator** will automatically save your file in such a way that all text and logos will be infinitely scalable without any loss in quality. Remember to convert to outlines/curves.

### *Bleed & Crop marks*

Artwork for **POP Ups** which will be in several pieces should be created as one file with no crop marks or bleed. In fact it is not necessary to include crop marks on any artwork for us and we only require a 2mm bleed when printing leaflets etc.

### *Sending your artwork to us:*

You can upload files up to 100mb directly to our FTP by using the UPLOAD ARTWORK button on our home page. Alternatively, you can email files up to 25mb to: [artwork@idluk.net](mailto:artwork@idluk.net)

Any questions or problems, please contact us on 01424 850084.