

## Supplying Artwork

### Artwork requirements:

- 1 Please set up at the scale of the template supplied - see pages 2,3 & 4
- 2 Take note of the 'Bleed' guidelines and 'Seam' guides
- 3 Please create artwork using Illustrator CS or supply as a High Resolution PDF
- 4 If using photographic images or heavy tinted images then, please supply using Photoshop CS at a minimum of 72dpi at 100%
- 5 Please outline ALL fonts when supplying the artwork + If an accurate colour match is required, please supply a Pantone / CMYK colour - or send a printed reference + We will then match to this as closely as possible but cannot guarantee an exact match
- 6 Artwork can be supplied by either CD/DVD - or - uploaded / emailed to info@ukexhibition.co.uk

Page 1	Artwork details
Page 2,3,4	Product artwork finer details
Page 5	Questions & Answers



### Illustrator:

- 1 Save as CMYK at final size / full size OM
- 2 OUTLINE ALL FONTS
- 3 Turn off all Overprints, supply all links and flatten Transparency
- 4 If supplying a High Res PDF do not compress and supply with all bleed and crop marks



### Adobe Acrobat:

- 1 If supplying a PDF as your final artwork, ensure all images are not reduced / compressed
- 2 Plus, crop marks and bleed are included and visual lines are not included inside the artwork



### Photoshop:

- 1 Set up CMYK at 100% at a minimum of 72dpi
- 2 Supply a low resolution PDF for visual purposes
- 3 If artwork set up in Photoshop, text/logos will not be vectored and will have some pixilation when printed full size + Supply layered Photoshop document (PSD file)

### We don't print 'Gold' - or - 'Silver'

We don't print 'Gold' - or - 'Silver' so these are the best colour conversions we recommend for Gold & Silver

<b>GOLD 1</b> 22m 100y 25k	<b>GOLD 2</b> 19m 100y 19k	<b>GOLD 3</b> 16c 20m 100y 25k	<b>GOLD 4</b> 60c 65m 100y	<b>GOLD 5</b> 38m 100y 25k
<b>SILVER 1</b> 4c 15k	<b>SILVER 2</b> 6c 25k	<b>SILVER 3</b> 6c 34k	<b>SILVER 4</b> 11k	<b>SILVER 5</b> 6c 4y 23k

**Option 1 - Small - 1400mm x 700mm**

Product Graphic Size = W1450mm x H750mm - Visible Graphic Area = W1400mm x H700mm

The Overall size of this template is = W512.5mm x H251.5mm + Includes a 3mm

**Option 2 - Medium - 1700mm x 900mm**

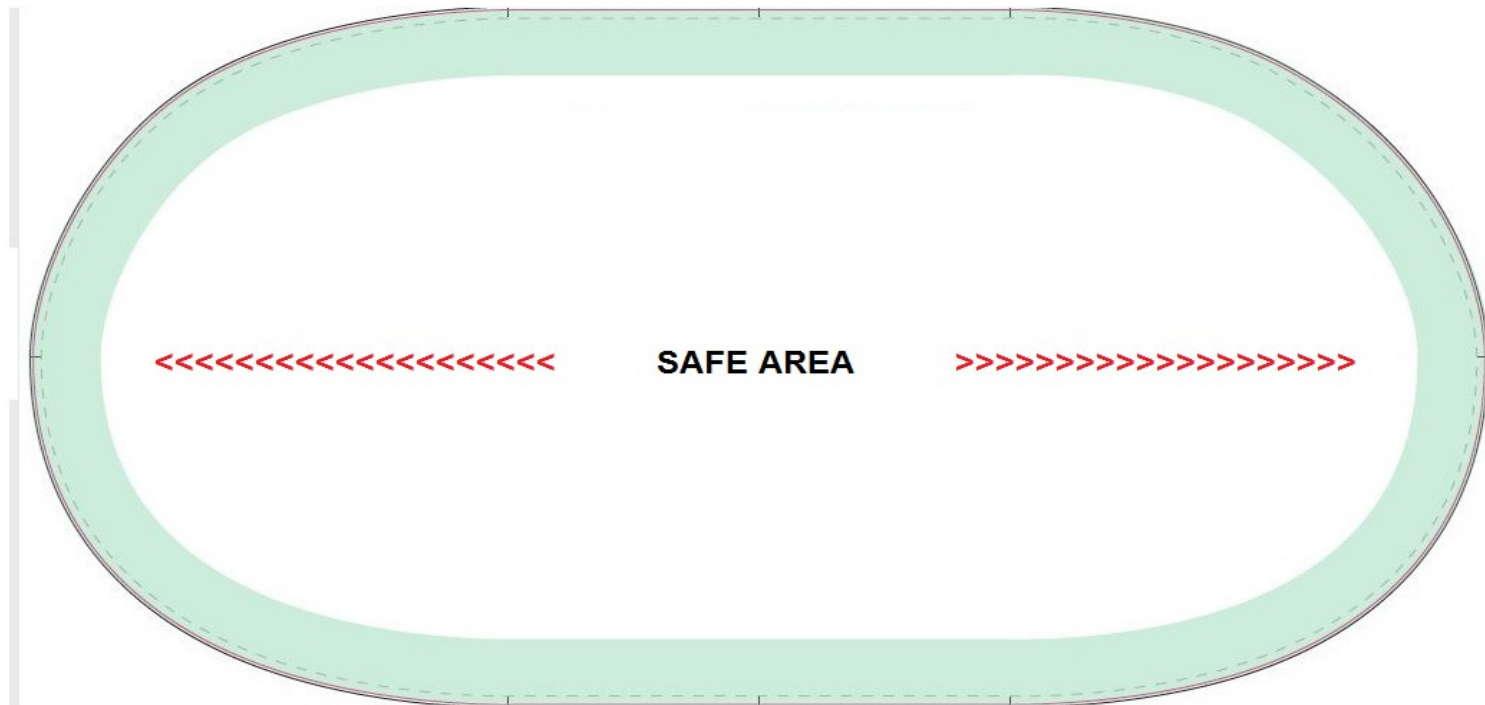
Product Graphic Size = W1750mm x H850mm - Visible Graphic Area = W1700mm x H800mm

The Overall size of this template is = W512.5mm x H251.5mm + Includes a 3mm

**Option 3 - Large - 2000mm x 1000mm**

Product Graphic Size = W2050mm x H1000mm - Visible Graphic Area = W2000mm x H950mm

The Overall size of this template is = W512.5mm x H251.5mm + Includes a 3mm



**Questions & Answers:**

- Q1 **Is the finished product double-sided?**  
 A1 yes, both sides are printed so, viewable from both sides - however; the same image is revealed on both sides!
- Q2 **Can we arrange separate images on each side?**  
 A2 Yes, but, another set of artwork is required & additional printing cost is required - Tel: 01244 371443
- Q3 **Do we supply a Carry Bag & Pegs?**  
 A3 Yes, they are supplied with each order + hence, ease of transporting + ease of securing  
 If exposed to the elements, we recommend 'Rectangle' over 'Square' + additional anchorage is advisable

