FOCUS BANNERS

ARTWORK SPECIFICATIONS

When supplying artwork please follow the specifications below.

FILE FORMAT

We accept only press ready PDF files.

ARTWORK SIZE

Set up artwork at 10% of the finished size.

RESOLUTION

All images must be at 300dpi.

Images must be at 300dpi when at 10% of the finished size. The larger the pixel density the better for print. When starting a new artwork file make sure the resolution is set to 300dpi (dots per inch / pixels per inch). If the resolution of your file is lower than 300dpi, converting it to 300dpi will not improve its quality.

COLOUR MODE

The artwork must be CMYK, not RGB.

CMYK stands for Cyan, Magenta, Yellow, black (K), which are the primary colours for print. Printers use combinations of cyan, magenta, yellow and black inks to print any colour you require.

Converting your file to CMYK will give you a closer representation of how your artwork will look when printed.

PLEASE NOTE: If you are particular about brand colours then please supply PMS codes. Note that some variation may still occur.

FONTS

All fonts must be embedded or outlined (converted into curves).

Embedding or outlining your fonts will ensure that your art looks right, regardless of whether or not we have the font on our system.

LOGOS

Please ensure that logos are vector files and embedded in the artwork.

CROP MARKS, ETC

Please provide artwork WITHOUT crop marks, bleed, registration marks, printers marks or commentary. If instructions are necessary please provide them separately in an email or an Important Read This file.