

# StandOut Graphics

## Supplying Artwork to StandOut Graphics

### Accepted file formats:



Adobe Acrobat – PDF (Press Quality) Preferred

Adobe Illustrator – AI / EPS

Adobe Photoshop – PSD (Hi-res)

JPG / JPEG (Hi-res)

TIFF (Hi-res)

### We suggest setting your artwork up at the following sizes and resolutions:

100% scale at 150 dpi

50% scale at 300 dpi

25% scale at 600 dpi

10% scale at 1000 dpi

## Crop, Bleed and Setting Up Cut To Shape Graphics

Please ensure that bleed is added to the edge of your print file.

We require 3mm bleed when the document is setup at 100% scale.

### **Please do not add crop marks to your file.**

Cut to shape artwork – create a new layer above the artwork layer. Create the shape with a stroke in Illustrator on this layer. Create a new spot colour, unique in the document, you could use Magenta, and make the colour name CutContour. Please note the uppercase 'C' letters in CutContour are required. Please ensure the stroke has the overprint stroke option selected in the attributes palette.

## Colour

Our printers convert all colours to **CMYK**. To ensure your print comes out the correct colour please make sure your document colour mode is set to CMYK.

If the colour mode is set to RGB our printers will interpret this and automatically convert it to CMYK, which usually causes a slight shift.

Pantone colours are supported by our system. Our printer still generates the colour from CMYK however the colours are usually very close. Please set Pantone colours as spot colours- these will be recognised by the printer software. If you have a job that is very colour sensitive, we will require a hard copy to match it to. Colour matching and samples will be charged for separately

## Text and Effects

Please convert all text to curves/outlines or alternatively embed the fonts.

For transparencies, drop shadows and complex gradients, please flatten where possible as it is common for these effects to cause issues and can result in the print being different than expected.

## Approval and Proofs

We send low res PDF proofs via email and require approval prior to the job being passed for print.

It is the customer's responsibility to check that the proofs are correct for layout and content.

Colour may vary on monitors and therefore the PDF proof cannot be used to guarantee colour.