

Artwork Guidelines

Accepted Files

We accept the latest file versions of -

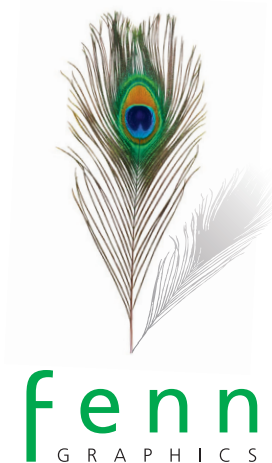
- Adobe Acrobat (PDF)
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Macromedia Freehand
- Corel Draw
- QuarkXpress
- CADLink SignLab

We can generally work with most file types so if unsure please ask.

Artwork can be supplied to us on DVD or CD or transferred to us through E-mail or FTP via:
<ftp://ftp.fenngraphics.co.uk>

Please contact our studio or internal sales for the FTP username and password.

Due to the possibility of file corruption, we would advise clients to compress their files with Stuffit or WinZip prior to supply.



Origination

Please always supply either a hard printed copy or PDF file of your artwork for us to check against. For vehicle graphics please provide a visual depicting the graphics on the vehicle, with any specific fitting instructions noted. Where a copy has not been provided we may insist on the Client approving a visual.

All work should either be correctly sized or drawn to a scale with the scale and finished sizes provided. A minimum of 100mm bleed should always be provided on vehicle graphics.

All Cad Cut Vinyl work needs to be originated in Vector based file formats, with all the fonts converted to curves, all strokes outlined and all effects flattened.

Ideally all possible parts of a job will be Vector based (Line Drawings), as file sizes are smaller, adjustments are quicker and easier to make and the quality will generally be far better. This particularly applies to text, areas of solid colour and illustrations.

Due to copyright laws all fonts should be converted to graphics within the files and not supplied separately.

We are able to supply fairly accurate vehicle outlines on which you can base your design. We would always advise checking the vehicle in person to ensure that you have the appropriate drawing for your make/model of vehicle, that all sizes are accurate and obstructions are correctly represented.

No liability is accepted by Fenn Graphics for vehicle outlines supplied to you.

We reserve the right to charge for amendments/corrections made to artwork before production.

Images

Resolution will vary depending on the size and viewing distance of the finished product. To achieve the best results from our print systems, images should not be supplied at less than 50 dpi when sized up to the correct finished size. Where possible resolution should be kept as high as 150 dpi. Resolution should not be manually increased to achieve these figures.

Ideal file format for images is a TIFF. We can accept all other image formats but compression on formats such as JPEG will result in lower image quality.

Images should not be embedded into other file formats, they should always be supplied separately.

With complex Photoshop files, a flattened image should be supplied for output and a layered PSD also supplied, enabling adjustments to fit vehicle and alter design. Where radical filters and colour changes have been made to an image, we would advise supplying a copy of the original image in its unaltered state.

Colours

Always advise us if colour matching is critical on any part of your design.

Unless your monitor has been well calibrated, the colours on your computer monitor will usually appear different to the CMYK values making up your colour, so don't rely on them.

If Pantone colour matching is required from a vector file, please originate with the correct colours from the Pantone CVC (coated) Colour Swatch Library. If an image requires colour matching to pantone colours please provide references and ensure it is originated using correct values.

THE SKILL TO DELIVER REALITY

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CERTIFIED ORGANISATION

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