

## ACCEPTABLE FILE FORMATS



- **AI CLOUD (CC) file** with Packaged supporting links and fonts. You may keep images linked for faster file opening, but Packaging feature must be used.
- **AI (CS6, CS5, CS4...)** file with embedded links and outlined fonts
- **EPS file** with embedded links and outlined fonts



- **INDD file** with Packaged supporting links and fonts,



- **Photoshop EPS** (Preferred, use 8-bit preview, Max. Quality JPG compression)
- **PSD** (make sure font layers are rasterized)
- **TIFF, JPG** (quality 8 and higher)

Please make sure you use the following PDF setting when exporting Artwork



Adobe PDF Preset: <b>High Quality Print</b>	Compatibility - <b>Acrobat 8/9 (PDF 1.7)</b>
Compression - <b>Do Not Downsample</b>	
<b>Turn off All Printer Marks, but leave bleed box ticked for all your artwork files</b>	

### Formats NOT Suitable for Artwork, Images or Logos

Programme	Format
Microsoft Publisher	.pub
Corel Draw	.cdr
Microsoft Word	.doc, docx
Microsoft Powerpoint	.ppt, pptx

## VECTOR ARTWORK

Artwork which is going to be produced in vinyl, for example; solid company logos or text, must be supplied in a vector format (**ai** or **vector eps**).

Artwork created in a pixel format i.e. **TIFF** and **JPEG** are not suitable for vinyl cut text/logos

### FONTS

Supply all relevant fonts **Please outline any text if it is not possible to supply the typeface.**

### IMAGES

Please supply pdf and hard copy colour proofs with your artwork.



Raster/Image logo

Vector Outlined text ✓



Raster/Image logo

Vector Outlined logo ✓

## COLOUR SETUP

If your art work is set up using PANTONE Colours please supply a Pantone colour reference. Some colours are more likely to be achieved, however due to printer limitations Pantone colours are matched to their best possible interpretation for the specific output device.

Hard copies such as brochures or printouts can also be used as a reference for colour matching. All essential colour matches need to be specifically noted in the file and by email.

Please make sure any blacks used in your design/artwork use a CMYK mix of Cyan 100%, Magenta 100%, Yellow 100%, Black 100%, this will create a rich black colour.



**PLEASE TURN OFF 'OVERPRINT' SETTINGS IN INDESIGN & ILLUSTRATOR**

## ARTWORK SETUP & IMAGE QUALITY

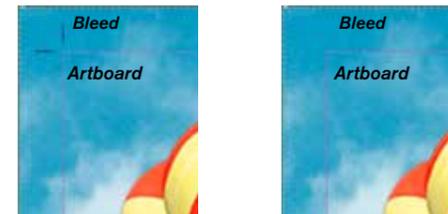
- For the best quality, artwork should be created in **vector format (ai or vector eps)**. Logos taken from websites are generally very poor quality. **GIF/PNG files** are not acceptable as they will not print clearly (see visual below).
- **Artwork should be created at 25%** of actual size, however for larger files i.e. **Banner artwork, 10%** of actual size due to limitation of pages sizes in Adobe InDesign & Adobe Illustrator
- **Scans should be no smaller than 300dpi at quarter size.**
- **Please include all links (images, logos, fonts) when supplying InDesign and illustrator files**
- **Microsoft Word** and **Excel** are for text only, logos and images inserted will not be high enough quality for large format printing. Powerpoint files are also not recommended as images are often very low resolution.
- **\*JPEG** - We accept this format but only if used to compress a file for ease of sending, the original artwork should have been created high resolution - 300dpi (see visual)
- **\*PDF** - These are print files only and cannot be altered to fit different sizes, artwork must be set up at the correct proportion and at print ready quality. **Please make sure images are saved at high resolution (300dpi).**



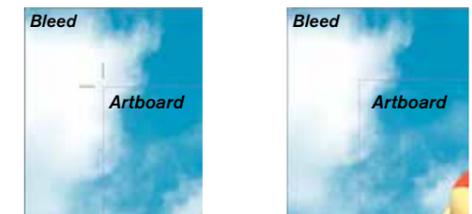
### Bleed

- All artwork supplied for large format printing requires 10mm bleed when artwork is setup at 25% (do not add any trim/crop marks), *please see examples below*
- Bannerwrap and Banners require 10mm bleed allround when artwork is setup at 10% (do not add any trim/crop marks)

40mm Bleed on Artwork @ 100%



100mm Bleed on Artwork for Banners and Bannerwraps @ 100%



**NO RESPONSIBILITY WILL BE TAKEN FOR THE ACCURACY OF ANY ARTWORK RECREATED DUE TO POOR QUALITY.**

## FREEMAN FTP SITE DETAILS

If you wish to sent your artwork via our FTP Site, please click on the link below.

<https://emea-it.freeman.com/upload/clients>

Please Zip up all files before uploading to our FTP, uploaded files must be clearly marked with the show/job reference name and contact, we also accept DropBox, GoogI Drive & Box file links.

**WE CAN NOT ACCEPT WE-TRANSFER FILE LINKS**