

DIGITAL ARTWORK PREPARATION GUIDELINES/ FTP UPLOAD DETAILS

Suitable Formats for images or logos	
Programme	Preferred Format
Adobe Illustrator CS6	ai, eps
Adobe Photoshop CS6	psd, tiff, eps, jpeg*
Adobe InDesign CS6	.indd
QuarkXpress v.5 - v7	No Support, please save as PDF/EPS
Adobe Acrobat	PDF 1.7 version

Formats NOT Suitable for 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** is not suitable.

Fonts

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

Images

Please supply high resolution images or photographs, pdf and hard copy colour proofs with your artwork.

Vectors

Text @ 100%

Vectors

Outlined text

Image Quality

For the best quality, artwork should be created in **vector format (ai or vector eps)**. Logos taken from websites are generally gif's. **GIF files** are not acceptable as they will not print clearly (see visual).

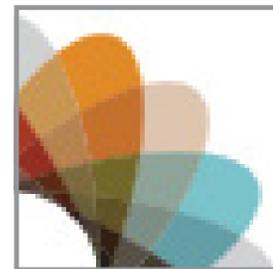
Artwork should be created at 25% of actual size, however for larger files i.e. **Banner artwork, 10%** of actual size is acceptable.

Scans should be no smaller than 300dpi at quarter size. Please include all links (images, logos, fonts).

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)

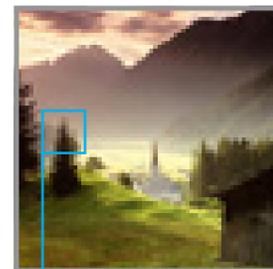
***PDF** - These are print files only and cannot be altered to fit different sizes, artwork must be set up at the correct proportion and at print ready quality. **Make sure images are saved at high resolution (300dpi).**



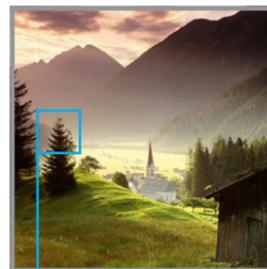
GIF
@ 400%



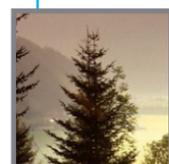
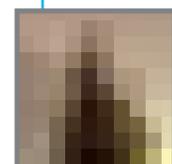
ai / eps vector
@ 400%



Low Resolution
(72dpi) jpeg 88 Kb



High Resolution
(300dpi) jpeg 3.52 Mb



No responsibility will be taken for the accuracy of any artwork recreated due to poor quality.

Colour Set Up



C M Y K



PANTONE 165 EC PANTONE 249 EC PANTONE 384 EC PANTONE 662 EC

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

Export PDF Settings

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

Standard - None	Compatibility - Acrobat 7 (PDF 1.6)
Compression - Do Not Downsample	Compression - None
Turn off All Printer Marks, but leave bleed box ticked if bleed is required for any banners or bannerwraps	
Output - No Colour Conversion	Profile Inclusion Policy - Don't Include Profile

GES FTP Site Details

If you wish to send artwork via our FTP site please use the following details.

Connecting through the web:

Server: <https://share.ges.com> (Click link to access our FTP Site)

Recipient Email Address: graphics@ges.com

Please Zip up all files before uploading to FTP, uploaded files must be clearly marked with the show/job name and Project Manager's name.

Contact Details

Global Experience Specialists (GES) Ltd, Graphics Department, Silverstone Drive, Gallagher Business Park, Coventry CV6 6PA

Telephone: +44 (0)2476 380 025

Email: graphics@ges.com