ARTWORK GUIDELINES

MX DISPLAY

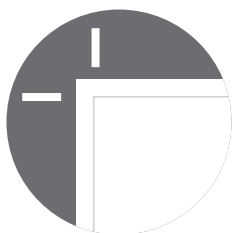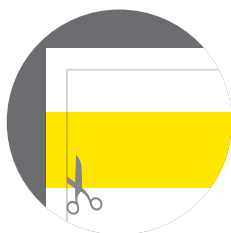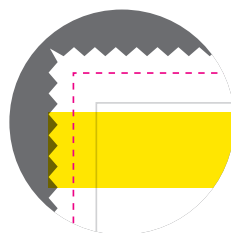## TRIM MARKS

There's no need to add trim marks because our software can detect the art-board without them. If your artwork has a cutter, label the cutter using a spot colour called 'CutContour'.

BLEED [STANDARD]

The bleed stops nasty halos around the cut-line, so to prevent this, please add at least 3mm bleed to the artwork. Larger items may need extra, so if you're unsure give us more!
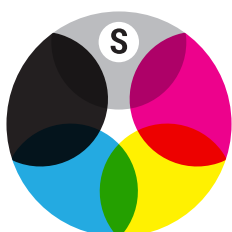
BLEED [FABRICS]

FabriFrames™ need 25mm bleed. FabriGrabs™ need 50mm bleed and don't need trim marks. Try to keep text and logos at least 50mm away from the artwork edge.
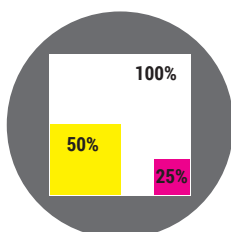
FONTS

Please 'path' your fonts. A PDF compression won't embed them, so we kindly ask that you create outlines (path) your fonts or send the font files with the artwork.
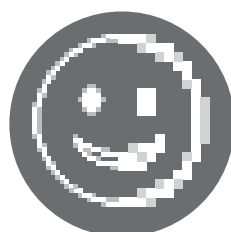
COLOURS

Please supply your artwork in CMYK and make sure that any critical colours are set up as Pantone spot colours. Provide a CMYK equivalent for any other special colours.

ARTWORK SIZES

We expect artwork at full size (100%), but sometimes this isn't possible. Label your artwork file with the scale such as 'HALF' or 'QTR' or you may get a tiny print of your design.

DOTS PER INCH

DPI determines the resolution (detail) of the artwork. Images with a low DPI can look blurry or pixelated when they're printed. We prefer to work with a minimum of 300dpi.
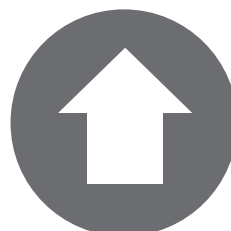
FILE TYPES

We prefer print-ready PDFs but we also accept artwork files supplied as Adobe Photoshop PSD, Illustrator AI/EPS and Indesign INDD if they're supplied with fonts and links.

LINKS

If you are supplying artwork in a format other than a PDF, please include all linked images and font files.

FTP

You'll find our upload details online at mxdisplay.co.uk. Please name each piece of artwork with the order number and the line item letter from your quote.

Visit mxdisplay.co.uk/ftp