ARTWORK
GUIDELINES

MX DISPLAY

SUPPLYING FILES

FILE TYPE

We prefer print-ready PDFs but we also accept artwork files supplied as Adobe Photoshop PSD, Illustrator AI/EPS and InDesign IDD. If you are supplying artwork in a format other than PDF please include all linked images and font files, you can do this by packaging your artwork.

Adobe Acrobat PDF – Please save your PDF on a 'High Quality Print' setting with no compression, fonts outlined and images embedded.

Illustrator AI – If you are submitting Ai files, please ensure that all images are embedded and all text is converted to outlines (select all type, then choose the Type menu at the top of the screen and select Create Outlines).

InDesign INDD – We can accept InDesign files but we don't recommend submitting artwork in this format, we would prefer to use a PDF which can be created by outputting a PDF from the application (File > Output) but please ensure you check your artwork has got the correct bleed and DPI after output.

Photoshop PSD – We are able to work with Photoshop files, however, we recommend outputting a JPEG or PDF. This will allow you to check for any potential issues caused during conversations before submitting your artwork to us.

JPEG/PNG – We can use JPEG and PNG images but please be aware of the resolution of the image. If you have a vector version of the artwork – please supply us that instead – especially if your artwork is a logo.
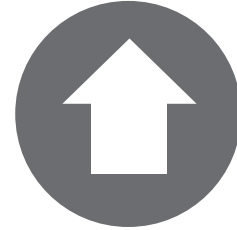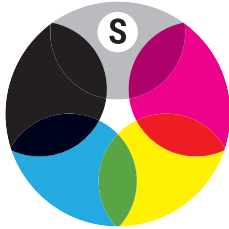
FTP

You can 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

COLOURS

CMYK

We print all full-colour prints CMYK – Cyan, Magenta, Yellow and Key (Black).

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. If you supply your artwork in RGB we will convert it to CMYK and you may see some colour variations.
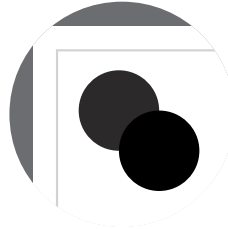
RICH BLACK

If your artwork has a lot of large black areas, please set this to a 'rich black'. Rich black is made up of more than one colour and will produce a wonderfully deep, dark black. Setting your black at only 100% black may produce a weak version, particularly on fabrics. We prefer to use C-50, M-50, Y-50 and K-100.

WHITE INK

If you would like white ink printed onto your graphic please speak to your Account Manager. To set up artwork so our printers can recognise where you'd like white ink create a new swatch and set it up as a spot colour named 'WHITE' and set anything you'd like printed white as this spot colour.


SIZING
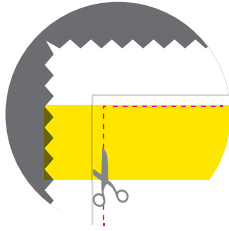
SAFE AREA
[FABRICS]

Shrinkage and the nature of fabric means it's difficult to be pinpoint accurate. So please leave a safe area of at least 50mm from the edge of the artwork and start of the bleed area, avoid putting any important information such as text or logos too close to the trim.
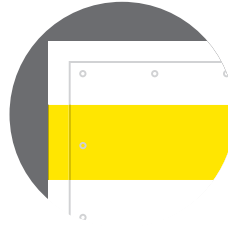
EXCESS

Some prints will require excess, which is different to bleed as this doesn't get trimmed off at the production stage. It's an extra bit of printed material that will only be trimmed off during installation, or so we can do the finishing you require. PVC banners and OneWall need 50mm excess all round, if you are having wrap-mounted vinyl please supply with 25mm excess.
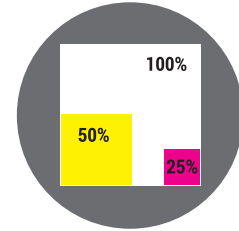
ARTWORK SIZES

We prefer artwork to be sent over at full size (100%) but we know this isn't always possible. If you have to scale your artwork please label your artwork file with a scale such as 'HALF' or 'QTR'. We'd hate for you to end up with a tiny print.

TRIMMING
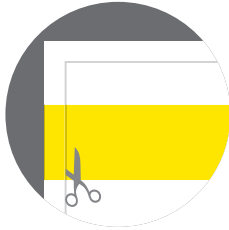
BLEED
[STANDARD]

The bleed stops nasty halos around the cutline. To prevent any unwanted white areas please add at least 3mm bleed to your artwork. Larger items need extra, so if you're unsure give us more! Double-sided items and flooring prints always need a bit extra, please supply with at least 10mm bleed.

Please don't add crop marks or tick marks.
If you do, we'll have to remove them. Our rip software allows us to differentiate between the artboard and the bleed.
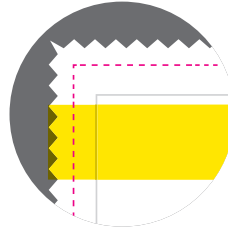
BLEED
[FABRICS]

When we seal the colour on fabric prints there is usually a shrinkage of approximately 1-2%. Therefore it is important that if you are providing artwork for a FabriFrame™ system, you allow at least 25mm bleed. FabriGrab™ prints need a bit extra than a FabriFrame™, please supply 50mm bleed all round.
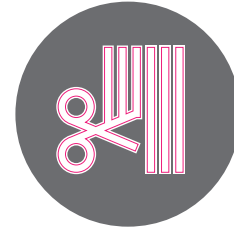
CUTTER

If you require artwork to be 'cut to shape', set a cutter line using a spot colour called CutContour. Please place this on a separate layer and set the stroke to 'overprint'.

Please ensure you still have sufficient bleed around the cut path so you don't end up with any nasty white edges.

IMAGE QUALITY

DOTS PER INCH

VECTOR

DPI determines the resolution (detail) of the artwork, images with a low DPI can look blurry or pixelated when printed. We prefer to work with a DPI of 300. We will flag anything below 72 DPI as this is the lowest resolution we recommend printing.
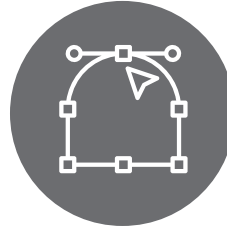
Vector graphics don't use a resolution, which means they can be printed at any scale without losing any detail or clarity. Therefore vector graphics are the best format choice for crisp, large format graphics.

! If there is something you don't quite understand or you are unsure of speak to your Account Manager who will be happy to help.

Page 6 of 6