



Artwork Guide - How to supply trouble free artwork.

Applications Supported

We recommend you supply artwork created in the following applications. We can accept files created in other applications, but cannot guarantee results.

Adobe Illustrator
Adobe Photoshop
Macromedia Freehand

** Please set your **image mode to CMYK color**, before you begin designing your layout.

Alternatively, you can supply artwork in the following Generic file types

EPS - Encapsulated postscript file. Many applications offer the facility to save artwork in this format. Ideally, convert all fonts to curves/outlines.

BMP, Jpeg, Tiff, Gif - Photo editing programs, like Photoshop and Photopaint, allow you to save your artwork in any of these file formats. If the artwork has been created in a photo package, our preferred format is as a CMYK Jpeg, saved at maximum quality.

Image Resolution - When creating or scanning artwork in preparation for printing, you must ensure that the resolution (DPI) is high enough to produce the desired results. Below is a guide to the resolution required, based on viewing distances.

Normal Viewing Distance	Artwork Resolution at Full Size
Under 1 foot	125 dpi
Under 3 feet	100 dpi
6 feet	75 dpi
9 feet	50 dpi
15 feet	25 dpi
25 feet	12.5 dpi

The DPI of an image, when at the full print size, never needs to be more than 150DPI. Anything greater than this **will not** improve the print quality but just increase the file size. This will take more time for you to create and manage, and for us to process and print. Additional costs maybe incurred for artwork time.

Colors - With the various different machines that we operate, and the multitude of different

media that we can print, the reproduction of critical colors cannot not be left to chance. It is essential that you make us aware of any critical colors **BEFORE** we go to print, and not afterwards!

Pantone colors, when used in artwork, can only be SIMULATED when printed using a CMYK full color printer. If you have used Pantone referenced colors in your artwork, and would like us to check their accuracy before printing, then it is essential that you make this clear when placing your order. **Not all Pantone** colors can be accurately matched using CMYK colors or certain inks. If you are at all concerned about how a particular color will reproduce, then please request a machine proof before we go to press (see proofing services below).

Fonts - If possible, please turn all fonts in your artwork to 'curves' or 'outlines', eliminating the need to provide fonts. If this can not be done, then please check with us to ensure we have the fonts in our database. *Ideally, please supply all fonts with your artwork.*

Proofs - It is essential when supplying artwork that you also supply a proof. The following proof formats are acceptable, including their limitations.

Hard Color Proof - The ideal proof for us to work from. Please make sure to include print sizes, and to mark any critical colors.

Hard Black & White Proof - Only be used to check content and positioning. Any critical colors can still be marked.

Jpeg Proof - If artwork is supplied electronically, then this is a good way to provide a proof. Can be used to check layout and colors, although any critical colors must be highlighted in a covering letter.

PDF Proof - The ideal way to provide an electronic proof. Again, any critical colors must be highlighted in a covering letter.

Scanning - If you need to scan flat artwork (photographs etc.), it is important that they are scanned at the correct resolution. The bigger the final output size of the image, the higher the resolution has to be when you scan the image. We have the facility to scan artwork using a high resolution scanner. This will capture every detail of a print, resulting in a high quality final print. Please talk to one of our sales team for more information, and pricing on scanning.

Proofing Services - If you supply artwork that does not come with a proof (see above), then we will insist on you providing one of the following options before we can carry on with production of your work:

1. For you to supply a valid proof, as above
2. For us to create a PDFproof, which we can email to you.
3. For us to provide a black and white proof which we can fax to you.
4. For us to provide a printed color proof or a machine proof which we will post to you.
5. For us to carry on with production of your work without a proof. If you agree to this option, you are agreeing that Bigidea Wraps are not liable in the event of any omissions or errors in respect of the artwork you supply.

An ideal way to eliminate errors is for us to produce a 'machine proof', especially when it is a large job. We can either print a scaled down version or a section of the artwork at full size, enabling you to check colors, image resolution and any finishing options (laminates etc.). Our sales team will be able to give you a cost for this service.



Large Format Printing and vehicle wraps requires Hi Resolution Images, unlike what you would find on a web page. The links on this page are excellent resources for finding superior quality stock photos and images that are suitable for large output digital printing.

<http://www.istock.com/>
<http://www.absolutvision.com/>
<http://www.picturequest.com>
<http://pro.corbis.com/>
<http://www.gettyimages.com/>
<http://www.liquidlibrary.com>
<http://www.creatas.com>

Frequently Asked Questions

Q. Can we use images downloaded from websites?

A. **No.** Images you see on your screen when viewing websites are normally only 75DPI at their screen size. This makes them too small to use in any form of large format printing without very poor results.

Q. Can we supply RGB files?

A. **No.** All of our printers use a CMYK ink set. If artwork is supplied in RGB, then print results are unpredictable. Please convert all images and artwork to CMYK before you send it to us. You are liable to additional artwork costs if we have to convert images to CMYK format.

Q. When you print our artwork, will it look the same as it does on our screen?

A. **No.** Unless your monitor has been professionally calibrated, then colors are unlikely to be the same once printed. You should always try to run a proof on a calibrated printer to check color and image balance.

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