

Artwork Specifications

In-House Printing

File Transfer

FTP – If you use your own FTP site to hold artwork please send us the URL/IP along with username & password so we may pick up your artwork.

WeTransfer (Free) - 2Gb max file size. Please email your artwork to design@coolshockevents.co.uk

Email - 10Mb maximum file size. Please email your artwork to design@coolshockevents.co.uk

Native Files

We can accept artwork in the following file formats. All native files need to be correctly packaged with all relevant links and fonts supplied.

- Adobe PDF - see below
- Adobe Illustrator CC 2017 or earlier
- Adobe InDesign CC 2017 or earlier
- Adobe Photoshop CC 2017 or earlier
- For all other applications please export your files in a format that can be opened by the above applications, i.e. EPS format or for Coral Draw you can export as a Illustrator document.
- Any Native Artwork supplied should be accompanied by a Low Resolution PDF, which will be used to check content*

PDF Supplied Artwork

- Please outline all fonts prior to PDF creation
- Create all PDFs with 10mm bleed
- Do not include any crop marks
- Create any Cutter Guides on a separate page, in the correct position not on a separate layer.
- When creating PDFs from Illustrator or InDesign please select Press Quality/High Quality and include bleed
- Do not supply PDF/X files

Further Recommendations

- Artwork – please setup within a document at the correct proportions. 100% size preferred, but 50% and 25% will be accepted.
- Bleed - Please incorporate greater than 10mm at final size. **All bleed will be trimmed away.**
- Crops - if you include crop marks on your file please note that artwork will be trimmed exactly to this size. If you require your artwork to be oversize then give this as the finished dimensions.
- Fonts – outlined or relevant fonts should be supplied.
- Linked files - please send all links within all files. Please do not embed them if you supply native artwork.

- Scanned images – please supply as separate files, saved in EPS or TIFF format.
- Colours – please convert all colours to CMYK. Colours that are not converted to CMYK will be automatically converted by our RIP software. Please note we cannot guarantee Pantone matches.
- Resolution - artwork and links should be supplied at 150dpi at final size for large format print and 300dpi for small format.
- All cut guides must be vectored.

*Content Checking

It is the responsibility of the client to check their artwork before submitting to us for printing. We will print the files as they are submitted and use the supplied pdf as reference.

Our pre-flight checks only include:

- Checking size of document against the order
- Bleed has been added
- We check the final print against the pdf supplied before dispatching.

If your artwork contains any special effects or overprint please check these yourself before supplying to us.

We cannot be held responsible for any errors in artwork that we have not produced in house. Any reprints will be chargeable.

We do not supply proofs prior to printing unless we are designing in-house.

Ordering

When placing your order, please specify media, finished size and any other special instructions.

Please name your file with your company name, media required, finished size and quantity to ease the ordering process. i.e.

CoolShockEvents_Gloss Vinyl_1000x1000mm_qty 4.pdf

Contact:

For further information please contact:

Kayleigh Thompson-Clarke, Designer

DIRECT DIAL: 01543 442 918

EMAIL: design@coolshockevents.co.uk

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