BANNER ARTWORK SPECS

Banner orders in which YOU, the client, are supplying the artwork, require the submission of complete, " Press Ready" electronic artwork set up in accordance with the specifications documented here.

Any artwork submitted in an incomplete state may require a re-quotation and the print prices indicated for the product may not apply.

Dimensions:

Artwork should be created at actual size i.e. on a 1:1 scale.

Artwork, and any images therein, should be a minimum of 150dpi at actual size.

Gorilla Print accepts files from the following applications:

- Adobe Acrobat (.pdf)
- Adobe Illustrator (.ai, .eps)
- Adobe InDesign (.indd)
- Adobe Photoshop (.psd, .jpg, .tif, .eps)
- Quark XPress (.qxd)

If you do not have one of these formats, most industry standard programs allow you to save in PRESS QUALITY PDF format, which is also acceptable.

We do NOT accept CorelDraw, Publisher, Word, Excel or Powerpoint files.

We support various transfer methods:

- E-mail (up to 8meg)
- File Transfer Protocol (FTP)
- CD

TO ENSURE YOU GET THE BEST QUALITY PRINT JOB, FOLLOW THESE SIMPLE RULES:

BLEED & TRIM MARKS:

Banners require 10mm bleed at the top and 90mm bleed at the bottom, no bleed is required on the sides. No trim marks are required.

Convert TEXT to OUTLINES:

Where possible convert your text to paths, curves or outlines.

Ensure IMAGES are HIGH RESOLUTION:

Please ensure that all images supplied are of a resolution of at least 150dpi at their final printed size.

Please Note: DO NOT 'upsize' low resolution images, as this may result in a poor quality finished result.
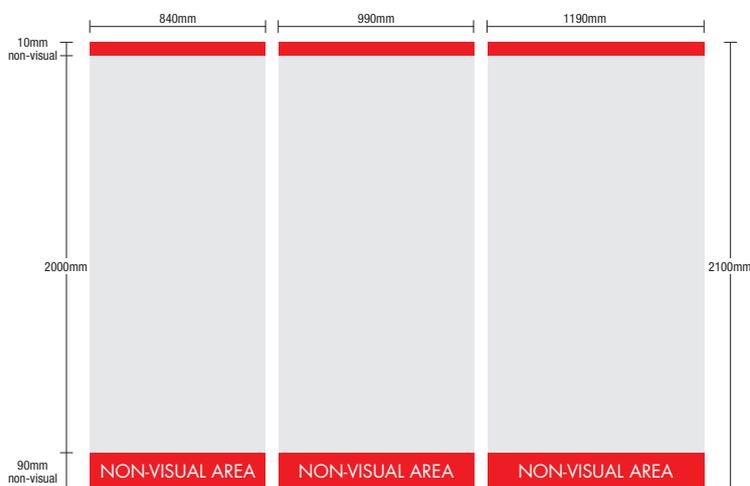
Convert your images to CMYK:

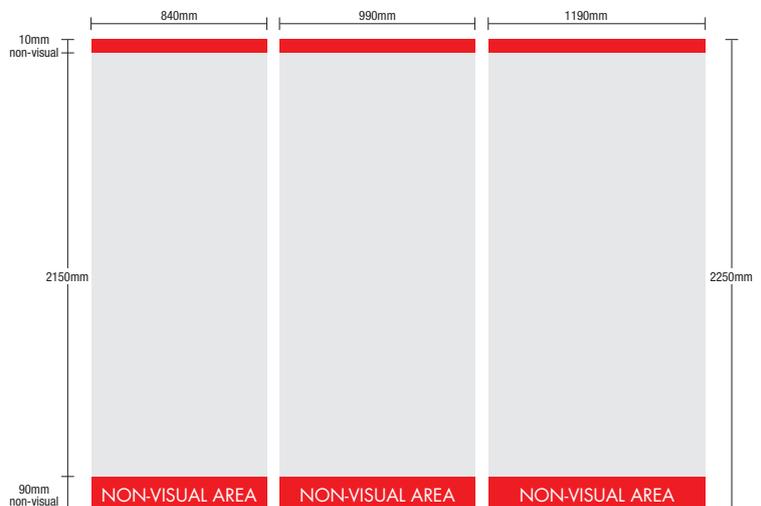If you are printing a job in FULL COLOUR, make sure all images are CMYK (not RGB).

Please Note: SCREEN COLOURS ARE NEVER ACCURATE - please check your Pantone or CMYK specifications. Certain Pantone colours are outside the printable colour range of CMYK devices.

Supply all ATTACHED files:

Please remember to supply us with all the relevant files for output (eg. fonts and graphics) otherwise this may incur a delayed delivery.

STANDARD BANNERS

DELUXE BANNERS

BANNER ARTWORK CHECKLIST

We want your banner to print the way that you want it to print. And more than anything else, we want you to be happy with the work that we produce for you. So, if there's anything at all that you don't understand – give us a call (preferably before you start designing). Chances are, if you've followed our advice then your file probably will print just fine. But for your peace of mind, if you are not a design professional or you are not designing your file in one of our pre-approved formats, we'd recommend that you either let us design it for you, or, for a very low cost, we will check your file and help you achieve the results that you want to achieve.

General

- ❑ Banner size is correct
- ❑ Artwork includes correct bleed
- ❑ All important elements are at least 10mm from the page edge

Format/Files

- ❑ Design is created in an application we accept
- ❑ Design is saved as the native file from the application or as a PRESS QUALITY pdf file
- ❑ Design is supplied on a media type we accept

Colours

- ❑ All colours are converted to CMYK, including any Pantone or Spot colours
- ❑ All tints don't contain less than 10% of either Cyan, Magenta, Yellow or Black
- ❑ All colours (including images) have a total ink coverage of less than 225% or 275% (small areas only)

Fonts

- ❑ All screen and printer fonts are supplied (including those used in EPSs) or have been 'converted to outlines'

Images

- ❑ All images are converted to CMYK, and saved as TIFF or EPS files
- ❑ Images are at least 150dpi at 100%
- ❑ TIFF and EPS files are saved without any image compression (JPEG, LZW or ASCII encoded)
- ❑ All images have their layers 'flattened'
- ❑ All linked/placed TIFF or EPS files are supplied

Imposition

- ❑ A mock-up or hard copy is supplied and the design works on a functional level
- ❑ All files are imposed within the document correctly

Other

- ❑ No hairlines/fine lines less than 0.25pt are used
- ❑ Overprint items are set correctly

GORiLLA