

For your artwork to be produced accurately, please ensure that you follow the requirements below. For more detailed instructions, please see our artwork setup guide.

## Acceptable artwork:



- With 5mm bleed (when scaled to full-size)
- With crop marks
- With each artwork/design as a separate file or page
- With each file name including the finished dimensions and a description (eg. "3m x 1m Description.pdf")
- At the correct width-to-height ratio
- In CMYK colour mode
- With all images embedded
- With all fonts converted to outlines/curves/shapes
- With all visible in-canvas template elements removed

### Accepted file formats:

- PDF
- EPS (Encapsulated Post Script)
- AI (Adobe Illustrator)
- PSD (Adobe Photoshop, recommended flattened)
- TIFF (recommended flattened)
- JPG/JPEG (recommended high-resolution)

## Not Acceptable artwork:



- Without 5mm bleed
- Without crop marks
- With multiple artworks/designs on one page
- At an incorrect width-to-height ratio
- In RGB colour mode
- With missing links or images which are not embedded
- Without fonts converted to outlines/curves/shapes
- Protected by a password

### Unaccepted file formats:

- INDD (Adobe InDesign)
- QXP (Quark Xpress)
- CDR (Corel Draw)
- SVG (Scalable Vector Graphics)
- GIF
- PNG
- BMP
- DOC/DOCX (Microsoft Word)
- XLS/XLSX (Microsoft Excel)
- PPT/PPTX (Microsoft Powerpoint)
- PUB (Microsoft Publisher)

Once your artwork is ready to upload, please use our upload service, WeTransfer. However, if you experience any problems with WeTransfer, please try uploading your files with either Hightail or MailBigFile.

## Notes

Please note that we cannot be held responsible for issues contained in the supplied artwork itself such as spelling mistakes, grammatical errors, RGB colour mode, overprint, resolution, missing fonts and missing images. To avoid these issues, please ensure your artwork adheres to our requirements.

Artwork not supplied to our requirements will likely render an unsatisfactory result or delay your order. If you are unsure about the artwork you have, please check with us beforehand to ensure there are no complications with your order.

If artwork cannot be used to produce what has been ordered, we will advise you of this and request how you would like to proceed.

If an artwork size is different to the ordered size, the ordered size always takes precedence. This is due to the fact that artworks from our customers are supplied in a variety of scales.

With subjective issues of quality such as image resolution, we will sometimes advise you if the quality is extremely low, though again, we cannot be held responsible if the artwork is supplied in such a manner and isn't suitable for your needs.

Artwork created in non-Adobe applications (such as CorelDRAW, SignLab and AutoCAD) can cause output issues. If you are using a non-Adobe application, please ensure to follow all of our artwork requirements and use a modern PDF generator.



## Setting Up Your Artwork Canvas

For customers not familiar with creating artwork for large-format print, or print in general we have created this guide to make sure your designs can be processed and printed as quickly and accurately as possible.

### Canvas Size

When creating your design canvas, the most important thing to remember is that your artwork should be setup at an equal proportion to the print you are ordering. If your order is for a banner with a 3:1 proportion, your artwork should perfectly match this.

It's often best to use a smaller scale, such as half-scale or quarter-scale as this can reduce filesize. Also, many design applications have a maximum canvas size that do not allow canvases over a certain size.

For instance, a 5m x 1m design could be created like so:

Scale	Artwork Canvas Size
<b>100% (Full) Scale</b>	5000mm x 1000mm
<b>50% (Half) Scale</b>	2500mm x 500mm
<b>25% (Quarter) Scale</b>	1250mm x 250mm
<b>10% Scale</b>	500mm x 100mm

To calculate the canvas width and height you'll need for a smaller scale, simply take your full-size measurement (eg. 5000mm) and multiply it by your desired scale. We've included these below:

Scale	Fraction
<b>50% (Half) Scale</b>	0.5
<b>25% (Quarter) Scale</b>	0.25
<b>10% Scale</b>	0.1

So, for a quarter-scale design:

$$5000 \times 0.25 = 1250\text{mm}$$

### Bleed

All artworks should be supplied with at least 5mm bleed (when scaled to full-size). This ensures your printed design can be hemmed or trimmed with no white edges showing.

## Colour Mode

All artworks should be created in CMYK colour mode. Artworks sent to us in RGB mode will be converted to CMYK by our pre-press system, and will nearly always render unsatisfactory results.

## Pantone Colours

If you wish to use any Pantone colours, these must be included as embedded colours in your artwork and we request that you inform us which colours you have used.

## Overprint

Please beware of setting any text or objects to overprint. As we do not proof-check artworks before printing, overprinted objects can cause serious issues and may only be noticed by you when you receive the finished item.

## Rich Black

To achieve the richest, deepest black possible in your design, we recommend using Pantone Process Black Coated. If you are unable to use Pantone colours, we recommend using CMYK values of 50%C, 50%M, 50%Y, 100%K. If 100%K alone is used, the richness of the black may not be satisfactory.

## Outlining Text

While artworks saved as PDF will often not cause any font issues, we request outline any text before sending your file to us. This is usually necessary when using fonts with restrictive embedding licenses or if your design software does not natively export to PDF.



## File Formats

We strongly prefer artworks to be supplied in PDF format, though we also accept EPS, AI, TIFF and JPG/JPEG.

## Bleed & Crop Marks

When exporting your print-ready file, make sure you include your previously added bleed as well as crop marks. These will ensure the cut position of your design is correct.

## Design Separation

Each design should be either a separate file (preferred), or a separate page within a PDF.

## File Naming

Each design/file should be named to include the width and height of the design, as well as a brief description, such as:

### **3m x 1m - Ice Cream Shop.pdf**

If you have an order that contains multiple designs at the same size, please also include the quantity required of each design in the filename:

### **3m x 1m - Ice Cream Shop x 5.pdf**

### **3m x 1m - Burger Van x 2.pdf**

## Check It

Once you have exported your print-ready file, we strongly advise opening and checking it yourself before sending it to us. We do not provide proofs, so any hidden issues in the supplied artwork will likely not be picked up by us.

By checking the file, you'll be able to quickly recognise any errors and rectify them before uploading the file to us. Please note, if we receive artwork containing any issues or problems, this can delay your dispatch date.

## Uploading Artwork

Once you have placed your order with us, you will need to upload your files to us through WeTransfer. There is a link on our website. Just click the 'UPLOAD FILES' on the top right of the page.

However, if you experience any problems with WeTransfer, please try uploading your files with either Hightail or MailBigFile.

## Have Some Questions?

If you'd like to contact us regarding your artwork, please email our artwork team or call us and ask to speak with a member of our studio team.

## Contact Details

01225 421 629

[artwork@freestyledesigns.co.uk](mailto:artwork@freestyledesigns.co.uk)

