ARTWORK FOR LARGE FORMAT

We want this stage of your order to be as easy as possible. Large format artwork tends to throw up different challenges to smaller format print. We have created this document to try and help with common issues that arise.

Whether you're designing your own artwork, outsourcing to agencies or sending components to our own graphic department there are elements of the process that can often be overlooked or misunderstood.

Desktop publishing has come on leaps and bounds over the years and there are now many ways you can put together artwork, but not all of these are always suitable for large format printing.

Whilst we also supply technical data sheets with all of our display systems, the aim of this guide is to help break down the jargon, to try and make things easier for you or your designer.

The end result is to help save you time and money in producing artwork fully optimised to achieve a great displays with minimal fuss.

Templates

We supply artwork templates for each of our printed portable display stands. These can be downloaded from our website either on the product page or our dedicated artwork templates page. **Web-link: Mirage Display Templates**

For extra peace of mind and to ensure the correct template is being used, feel free to get in touch with your rep who will be happy to send the correct template for your system.

While it can be tempting to slightly adjust a template to fit your design, each one is specifically produced for the relevant system. Changes to artwork templates will cause problems and time delays.

Artwork templates for one-off display stands can be created for you.

File Formats

We prefer high resolution PDFs with fonts outlined and images embedded. Your PDF will be printed as received so please make sure embedded colour preferences and Pantones are correct. We will check if the resolution is suitable and look out for any issues as part of our preflight service.

We can make changes but would need the original programme file, images and fonts. We accept the following formats, Quark Xpress, Illustrator Photoshop and InDesign.

We cannot accept final artwork in Coral Draw, Word, Excel, Power-point and Publisher or low resolution PDFs. We can sometimes use these files as a base but this means your artwork will need to be reset and there may be artwork charges incurred.

Template sizes

Templates are 1/4 size. Excluding Sail Banners, PVC Banners, and Pop Out Banners; which are final size.

Why 1/4 size?

Put simply, it reduces file sizes, makes artwork files easier to send and quicker to process at production.

Many applications struggle with large format sizes, 1/4 size is a tried and tested industry standard.

When supplying artwork at 1/4 size, images need to be set up 80dpi, which converts to 320dpi at full size.

Web-link: Mirage Display Templates

Standard Bleed
5mm 1/4 size
(20mm full size)

Fabric Bleed
6.25mm 1/4 size
(25mm full size)

Resolution
320dpi 1/4 size
(80dpi full size)

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Resolution

Most of our artwork templates are set up at 320dpi at 1/4 size, printed at 80dpi.

Sail Banners and Pop Out Banners are printed and setup at 80dpi as they use a full size template.

Ensure that images are suitable for the intended size.

We check images as part of the production process, and advise of any resolution issues that will cause problems at full size.

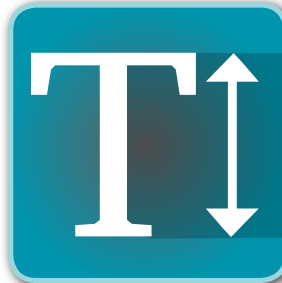## Fonts

Include all fonts when sending artwork files, or outline.

Images

Embed image in PDFs or supply separately with all files.

DPI?

DPI stands for Dots Per Inch. It is the amount of dots in a 1 square inch area (ie: 80dpi = 80 dots per sq in)

CMYK / Pantone

Always convert RGB colours to CMYK for more accurate on screen match. CMYK colours should be whole numbers i.e. C 50%, M 40%, Y 35%, K 5% (Not: C 50.24%, M 40.65%, Y 35.97%, K 5.21%).

Don't convert Pantones to CMYK, we run your files through a rip during the print process which converts Pantone references more accurately.

Top-Tip Using your Pantone to CMYK Colour Bridge guide you'll find industry standard matches.

If you have a preferred Pantone to CMYK conversion, advise us the CMYK reference and our rip can be programmed to make the required adjustment.

Hard copy proofs can be produced, so that you can view how colours will output. This will add 1-2 days to the production process.
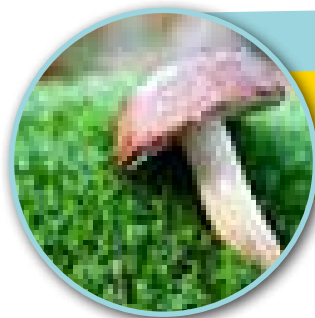
80dpi (full size)

Image looks sharp.

Top Tip

Viewed as a PDF on screen at 100% zoom in at 400% for a better idea of final quality. (for 1/4 size artwork templates)

Low Resolution

Low resolution images look pixelated when printed full size.

Adding Resolution

It might seem an easy fix to add dpi to any problem images

As this example shows this results in a soft blurred image and should therefore only be used sparingly.

Best Resolution

320dpi 1/4 size (80dpi full size)

mirage display ®

For more information and helpful advice about exhibiting visit: **www.miragedisplay.co.uk**

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How to send artwork

Our web upload facility takes the hassle out of supplying your files. Simply compress your final artwork folder or PDF into a single ZIP file then follow the on-screen instructions. You can send up-to 250mb per compressed file.

Important: Final ZIP files must not contain spaces, symbols or any unusual characters.

Web-link: Upload page

Email is fine for small files under 20mb. If you're sending multiple files or fonts ZIP the files into one as email can sometimes strip important data.

We can download from your own FTP server.

We also except CDs or DVDs by post if you have no access to broadband (allow more production time).

Zip?

A Zip file, sometimes called an "archive" file. The Zip file itself is really just a container... it holds the real files inside.

The Zip format is the most popular compression format used natively in the Mac & Windows environment.

Proofing

We start the proofing process by checking your artwork and creating a final print PDF proof. Unless there are obvious problems preventing this, such as missing fonts or images.

You will receive your proof by email with any concerns including image quality or positional problems highlighted.

Once we receive email confirmation we will then send the artwork to production for scheduling.

PDF proofs are not suitable if colour is critical for sign off. When a hard copy is required it's important to allow sufficient time in the job to print and receive the copy. Full size sections of artwork can also be printed if required.

Logos

Your logo is the most important aspect of a large format stand. We recommend they are supplied or embedded as vector files (line art). Preferable to pixel based images, they are not resolution dependent and will therefore enlarge almost limitlessly.

Line art

Vector files from applications like Illustrator are not resolution dependant (unless they have placed pixel files in them) and will enlarge without distortion.

Gradients

If you have subtle gradients, this may not be identified by production RIP software. Similarly, if you are using a low percentage of a colour, e.g. 5% of black, the printer software might not be able to see this as a colour and will be read as being white, If in doubt request a hard copy.
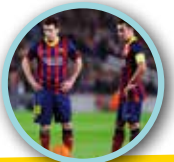
Colour Matching

Do you need us to match your corporate or previously used colours? Post us a hard copy of your sample, you will receive a hard copy proof. We will match the colours as closely as possible, however an exact match cannot be always guaranteed due different print process and substrates used.

Vector

Bitmap

Vector

Check images

Every small detail shows up when it's printed full size!

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Visible Print Areas

Curved End Panels

Pop Up stands with curved end panels have what we refer to as visible and non-visible print areas.

End panels have complete print coverage and are incorporated into the overall design, but they wrap around the back of the system so part of the panel can become obscured depending on the viewer's position.

To make sure important elements do not fall out of the main viewing area our templates are clearly marked with visible area guides. As a rule roughly half of the end panel is visible from the front of the stand.

Ensure important elements are in the correct area, sometimes the curve can be used to your advantage and information can be displayed along the length of the system to attract attention from different angles.

Banner Bleed

Banner templates come with a large bleed area at the bottom which can often cause confusion, typically around 250mm we are often asked 'why its so long?'

Put simply a banner can be compared to a roller blind, even though a banner may be 2m in length the extra is provided so the banner comfortably connects to the roller mechanism.

So we recommend your design bleeds at least 50mm into this extra area, this will eliminate any white end paper show through at the bottom of the system should it be extended longer than intended.

Case panels

Certain cases have an option for a graphic panel and tabletop which enable them to be used as a branded podium.

Each case template has visible area guides to mark critical viewing points. Ensure important elements are placed in the right position.

Multi Panel Matching

Pop-up displays, individual modular systems and sometimes banners that sit side by side and join together consist of multiple panels that butt up against each other.

It's a common mistake to supply finished artwork as separate panels. You will get a much better end result by sending your file as one complete image. When artwork is produced as a complete system we can ensure your panels will match up at the print and cutting stage of production.

Even wider systems that have a continuous design should be created as one long artwork file rather than separate components, unless your design has different side and back walls you may then find it easier to produce separate files for each main component.

All templates for multi-panel systems already show each panel break, and if you require a bespoke system we can either create you a new template or place your intended design on a template and send your proof with clearly marked break lines.

Templates & proofs have magenta guides, marking bleed and visible areas

Non Printing Guides

Help!

We encourage you to contact us if there is any confusion or you need any advice. This can save you time and make the job stress free. **We're here to help!**