

artwork guidelines



large format print &  
display specialists

## **Sending Us Your Artwork**

If your files are less than 12mb in size then you can send these via email to [info@thamesgraphics.com](mailto:info@thamesgraphics.com) for larger files you can upload them directly to us on our website [www.thamesgraphics.com](http://www.thamesgraphics.com) or via our WeTransfer service [www.thamesgraphics.wetransfer.com](http://www.thamesgraphics.wetransfer.com)

Please make sure all artwork is created in a CMYK colour format and that all files are clearly labelled for us to identify them correctly.

## **Print Ready Artwork**

This is perfect for those that have access to their own design teams and therefore will not need us to check or modify artwork. We will not charge for any pre-press time and we will not send out a proof just simply send your artwork to print. This is great for ever shortening lead times but to enable us to do this we need you to supply your artwork as follows:

- Your files must be high-resolution or vector PDF's which you should be able to create directly from most design software using profile PDF/X-1a:2001
- To ensure a quality print please make sure that your artwork is at a minimum of 75ppi at full size.
- Do not use overprint in your files as these elements may drop out at print.
- Ensure bleed of at least 5mm is present along with crop marks.

## **Pre-Press**

We will check the artwork you supply, advise and make changes in order for you to obtain the best results. This will include checking image quality, fonts, colours, bleed, file conversions and making small amendments where necessary. We will provide you with a PDF proof for final sign off. This service will incur artwork charges at our pre-press rate. Please supply your artwork according to the following guidelines:

- The preferred file types we accept are PDF, EPS, Illustrator, packaged InDesign files and high resolution TIFF/JPEG.
- File types we may be able to deal with if you can't supply your artwork as our preferred file types are Photoshop, Word, Excel, Publisher, Powerpoint, PNG, GIF or PDF's exported from InDesign with compression.
- Please outline or provide any fonts.
- Please embed or provide any images.
- Advise us of any layers required for white ink and spot UV varnish.
- Advise us of any bespoke shape cutting requirements.
- Don't use compression when exporting files from InDesign.

## **Creative**

We also offer a limited print design service. We are not a graphic design studio, but if you want a basic layout and have your text, logo and any image files you wish to incorporate we can do that. You will need to let us have an outline brief and we will provide you with a PDF proof for sign off. This service will incur artwork charges at our standard rate.

## **CAD Design**

Using market leading software we can design bespoke packaging & POP/POS displays specifically designed to your product or requirement. With state of the art 3D functionality, final artwork can be added & you can see exactly how your final project will look. You will need to let us have an outline brief and details/dimensions of your product if applicable. This service will incur artwork charges at our standard rate.

## **White Ink and Spot UV Varnish**

White ink may be required in some circumstances such as when clear or coloured media's are used. We are also able to offer spot UV varnish as a design option. For either of these applications please supply your files in accordance with the following additional guidelines:

- If the white ink is required as a flood layer no additional guidelines are applicable.
- Please provide artwork with a separate layer set up as a vector shape.
- The shape should be offset by 0.5mm on all edges to avoid being visible at the edge of any over/under print.

## **Bespoke Shape Cut**

If you require us to cut your graphics to bespoke shapes, please supply your files in accordance with the following additional guidance:

- Profile cut text should be outlined with no text overlapping.
- Profile cut vector shapes using coloured vinyl should be expanded with no shapes overlapping.
- Profile cut vector shapes using printed media should be supplied with a cut profile which needs to be a spot colour called 'CutContour' at 0.25pt.
- Profile cut raster images will need the vector cut path as above on a separate layer.
- Ensure bleed of at least 5mm is present.

This service is subject to a set up charge in accordance with our current price list.

## **Design for Display Products**

If your design is for any of our roll up display products please supply your artwork with a minimum of 5mm bleed to the top and sides but 50mm at the bottom where the graphic feeds into the mechanism. For any other display products please ask us for specific design requirements.

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