Artwork and information

ARTWORK SPECIFICATION GUIDE

Automated preflight software is used to process all artwork prior to production. This software probes the information within a PDF document and generates a report that covers the basic information we need to check before sending artwork to production.

All artwork that is supplied production ready must comply with the following guidelines

If you are not able to supply artwork to these guidelines, please discuss this with us prior to submitting artwork.

FILE FORMATS   How you should supply

File formats we can accept.

We require all production ready artwork to be supplied in PDF format.

PDF

PDF files should be supplied for all production
❐ Multi page files are acceptable
❐ ***Editable PDF's*** files are generally best as long as they are supplied with either embedded images or separately supplied linked images, all fonts should be converted to outline.

The following export settings must be used:
❐ Illustrator: use the (Illustrator Default) setting (not High Quality Print).
❐ InDesign: save as PDF Pre-set (High Quality Print).
❐ Ensure the correct Bleed amount is selected in the options

File formats we can accept subject to studio charges to make them production ready: additional lead time will also be required:

Ai

Ps

Illustrator

Photoshop
High-resolution TIFF
High-resolution JPEG

FILE NAMING   Best Practice

File names should be as unique and logical as possible
❐ File names are used to track jobs through our workflow system
❐ State scale in file name where possible
❐ Do not use a % character, use the characters "pc" instead.
❐ Mac users should not use illegal windows file name characters: / \ = + < > : ; " , *? ^.
❐ Version numbers are recommended at the end of the file name.

Well named jobs including job/ref. number, brand or customer, item element, and graphic element
❐ Well named file Example:
        '4563_Vodafone_Wall-1_Panel-B_100pc_V1'.
❐ Badly named file example:
        '4563_Vodafone_Wall.Artwork Final1_2022 v1/No Bleed revised'

When you have created your Artwork you will need to save or export this as a pdf file,
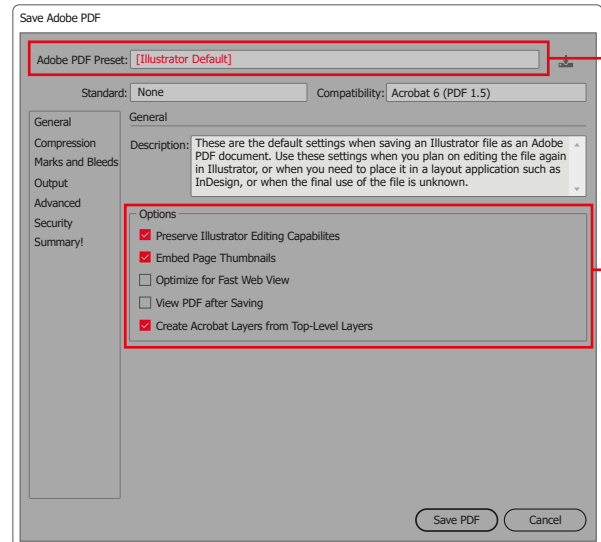you must ensure your export settings are as follows to achieve the best pdf file for us to process.
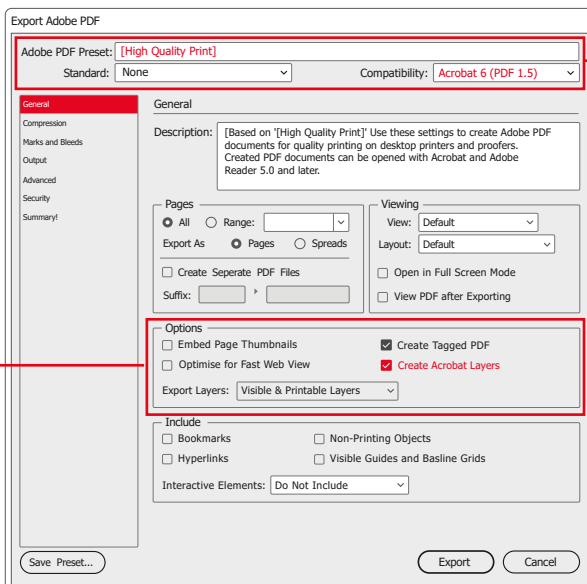
Illustrator Bleed Settings

Document Setup

General | Type

Units: Millimeters   Edit Artboards

Top | Bottom | Left | Right
Bleed: 10 mm | 10 mm | 10 mm | 10 mm

☐ Show Images In Outline Mode
☐ Highlight Substituted Glyphs

Transparency and Overprint Options

Grid Size: Medium
Grid Colors: Light
☐ Simulate Coloured Paper
Preset: [High Resolution]   Custom...
☑ Discard White Overprint in Output

OK | Cancel

Adjust the Bleed amount to suit the production process

Illustrator Export Settings

Save Adobe PDF

Adobe PDF Preset: [Illustrator Default]

Standard: None   Compatibility: Acrobat 6 (PDF 1.5)

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary!

General

Description: These are the default settings when saving an Illustrator file as an Adobe PDF document. Use these settings when you plan on editing the file again in Illustrator, or when you need to place it in a layout application such as InDesign, or when the final use of the file is unknown.

Options
☑ Preserve Illustrator Editing Capabilites
☑ Embed Page Thumbnails
☐ Optimize for Fast Web View
☐ View PDF after Saving
☑ Create Acrobat Layers from Top-Level Layers

Save PDF | Cancel

Choose these options when exporting

InDesign Export Settings

Export Adobe PDF

Adobe PDF Preset: [High Quality Print]
Standard: None   Compatibility: Acrobat 6 (PDF 1.5)

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary!

General

Description: [Based on '[High Quality Print]' Use these settings to create Adobe PDF documents for quality printing on desktop printers and proofers. Created PDF documents can be opened with Acrobat and Adobe Reader 5.0 and later.

Pages
◉ All ◯ Range:
Export As ◉ Pages ◯ Spreads
☐ Create Seperate PDF Files
Suffix:

Viewing
View: Default
Layout: Default
☐ Open in Full Screen Mode
☐ View PDF after Exporting

Options
☐ Embed Page Thumbnails   ☑ Create Tagged PDF
☐ Optimise for Fast Web View   ☑ Create Acrobat Layers
Export Layers: Visible & Printable Layers

Include
☐ Bookmarks   ☐ Non-Printing Objects
☐ Hyperlinks   ☐ Visible Guides and Baseline Grids
Interactive Elements: Do Not Include

Save Preset... | Export | Cancel

Choose this option when exporting

Export Adobe PDF

Adobe PDF Preset: [High Quality Print]
Standard: None   Compatibility: Acrobat 6 (PDF 1.5)

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary!

Marks and Bleeds

Marks
☐ All Printer's Marks   Type: Default
☐ Crop Marks   Weight: 0.25 pt
☐ BleedMarks   Offset: 2.117 mm
☐ Registration Marks
☐ Colour Bars
☐ Page Information

Bleed and Slug
☑ Use Document Bleed Settings
Bleed:
Top: 10 mm   Left: 10 mm
Bottom: 10 mm   Right: 10 mm
☐ Include Slug Area

Save Preset... | Export | Cancel

Choose these options when exporting,
adjust the Bleed amount to the production process
Failure to do this will result in extended production time

If you are unsure about the correct settings to use please contact our Customer Service Team.

Most pre configured product templates are available via our Customer Service Team on request
and are formatted to work in line with our Automated Workflow processes.
***These Templates must be used when creating and submitting Artwork.***

Templates are available in Pdf and Ilustrator file formats so you can use which best suits your Artworking options,
each Template consist of two pages, the first being an explanation of the Template Hardware it is designed
to fit, with specfic instructions regarding which Layers to use for your Artwork and some instructions.
The secound is the actual Artwork page with Bleed, Safe Area and Orientation guide,
***your Artwork should only be placed on the Layer named as Client Artwork and all other Layers
should be turned on and included when you save your pdf file.***
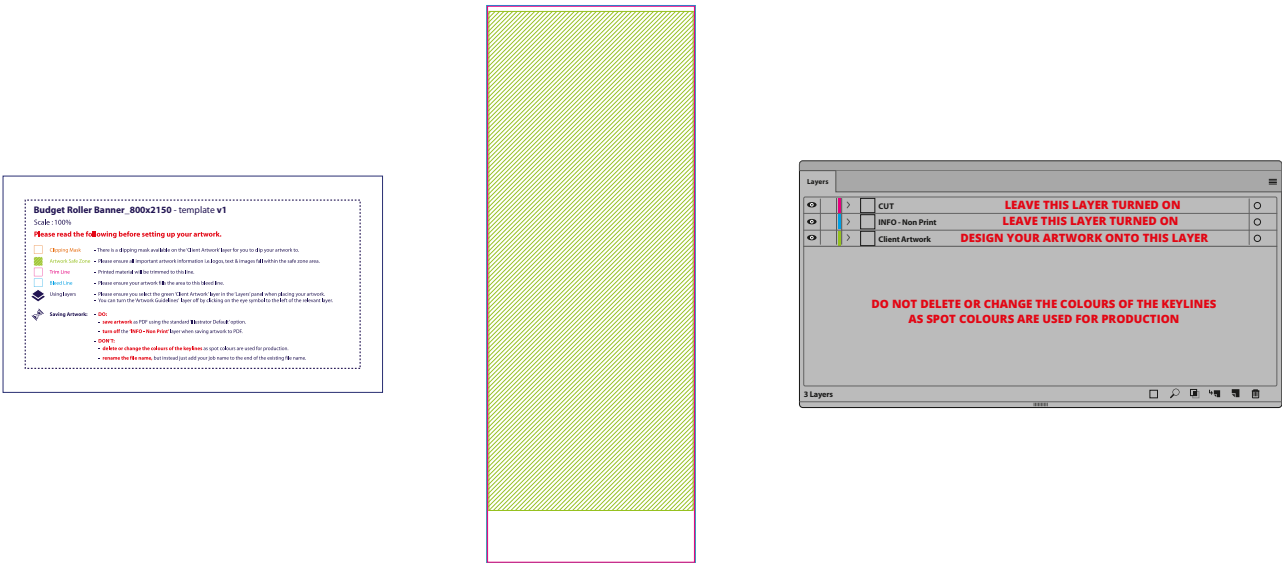
SIZE & SCALE   How we scale Artwork

Artwork should be set up at 100% where possible or you may use a scale of 50%, 25% or 10%.
NOTE: please do not supply artwork to any other scale.

100%

50%

25%

10%
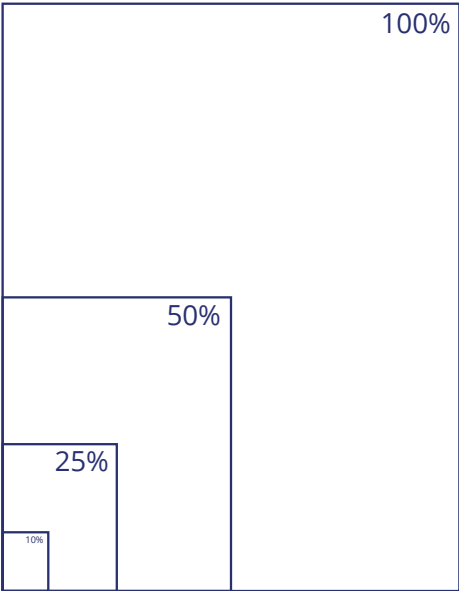
In order to create multi panels with accurate line up you need to set your artwork up using the artboard tool in Adobe Illustrator.
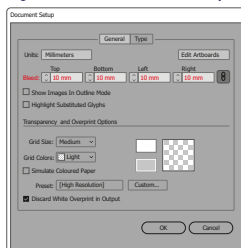
❒ Size and align your artboards to correct position and scale.
   It is recommended to do this this without the bleed at this stage to ensure the artboards
   butt up (rather than the bleed box). If you require fitting Bleed after this stage, please expand the
   Artboard to include the required amount
❒ Add your Production bleed
❒ Overlay your artwork
❒ Ensure your artboards are in the correct order
❒ Save file as a multi page PDF
❒ Ensure you supply details of the files with the artwork which must include:
   File name, Scale, size of bleed, Page number, width & height (at 100% excluding Production bleed)
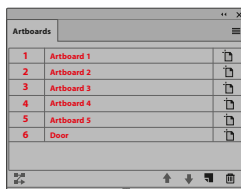
Multi Panel line up
❒ Artwork that includes multi panel line up must be supplied with clear notification
❒ These artwork files may require special preflight checks and process in order to manage
   the accuracy and tolerances.

Size and align your artboards to
correct position and scale.
It is recommended to do this this
without the bleed at this stage
include fitting Bleed if required

Add your bleed as required

Ensure your artboards are
in the correct order

Save file as a multi page PDF

For more information on how to work with artboards visit:
https://helpx.adobe.com/uk/illustrator/how-to-work-with-artboards.html

Image Bleed is required on all Artworks and is defined as the area outside the final trim / cut size.
This is required for production purposes and will vary dependent on the print and finishing type,
our Customer Service Team can advise you on the correct amount of Bleed to apply to your artwork and
should be pro rata with the document scale, thus avoiding charges to amend your artwork.

Do not supply artwork with any printer's marks
(Trim marks, registration marks, print labels etc) please save your files to retain Document Bleed.

Production Bleed   **Image** Bleed outside your final finished size and will be cut off during production.
Fitting Bleed   **Image** Bleed outside the finished size for trimming to size and is left on during production.

You can include any production and fitting Bleed within your overall size, but you must advise us of this
prior to production as our Workflow uses Trimbox values to generate cut information.

When creating your document with Multiple Artboards that overlap please ensure you save your single pages
with the bleed from the specfic page

Standard Bleed	Fitting Bleed + Production Bleed	Standard Bleed with Multipage Artwork
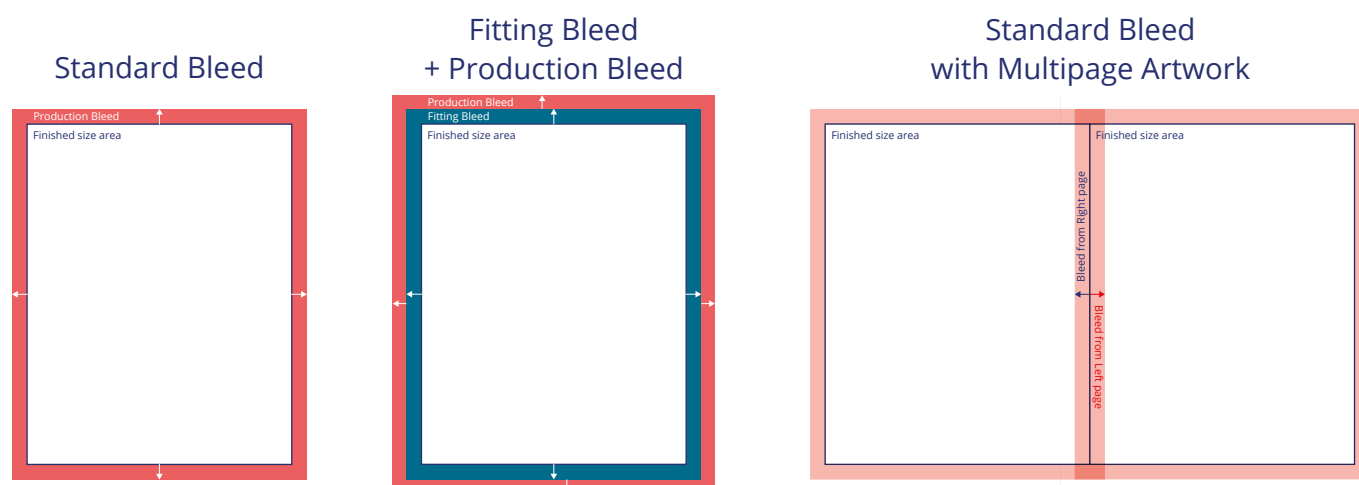
Below is a list of the relevent applications and the specfic *Image Bleed required*.

Graphic Application	Production Bleed	Fitting Bleed
Rigid Sheet - Foam and Flutted Board	3mm	0mm
Roll Material - Self Adhesive, Wall Vinyl, Semi Rigid PVC	3mm	10-20mm
Double Sided - PVC, Foam Board	10mm	0mm
Tension Fabric	14mm	0mm
T3 Tension Fabric	10mm	0mm
Flags and Fabric cut to size	25mm	0mm
Banners with Eyelets - PVC	50mm	0mm
Window Film	3mm	10 - 25mm

If you are unsure about the correct amount of Bleed to supply please contact our Customer Service Team
who will advise the correct amount of Bleed to supply for your Artwork.

When adding images to your Artwork the resolution of these images needs to be considered in relation to the final printed size and the final file size in Megabytes.

Scaling Artwork / images will reduce the effective resolution by the scale factor we need to enlarge for final print, most large format graphics will be viewed from around 2-3 Meters and therefore do not need to be at such a high resolution as for Litho print.

Do not supply your images with any LZW compression as these will not process through our Workflow and will result in Preflight errors

❒ 75 dpi (when at full print size) is our recommended Image size
❒ The dpi of an image, when at full print size, should not exceed 150dpi.
❒ Anything greater than this will not improve the print quality, just increase the file size.
   This will take more time for you to create and manage, and for us to process and print
❒ *Low res images are your responsibility*
   Check the suitability of your artwork by viewing it on screen at equivalent to full size i.e artwork set at 50% should be viewed at 200% and artwork set at 10% should be viewed at 1000%
❒ What you see on screen is a good representation of what will be printed in relation to pixelation and image noise. Consider the viewing distance when deciding if it is acceptable.

Below is a list of the **Maximum** image resoultion you should use.
*On larger graphics for Stadium applications over 8 Meters the resolution can drop to below 50dpi

Scale of supplied Artwork %	Image resolution	Effective resolution after scaling
100	75dpi	75dpi
50	150dpi	75dpi
25	300dpi	75dpi
10	750dpi	75dpi
*Stadium Graphics	300 - 500dpi	30 - 50dpi

To process your supplied Artwork effectivly and within the lead times we place a limit on the largest single file size we can process which is 1.0Gb

When supplying Company Logos it is always better to supply these as Vectored Artwork as these are generally not affected by scaling and produce a much better quality final print.
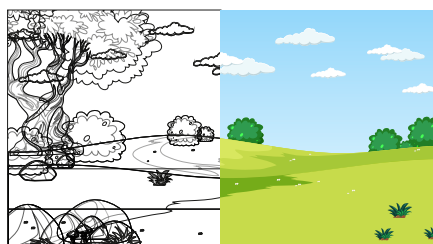
Vectored outline Image
can be scaled without
quality loss
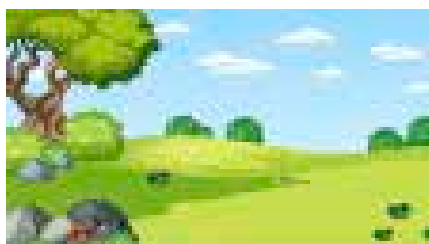
Low resolution image,
scaling will make this
appear worse

High resolution image
can be scaled dependent
on original image resolution

If you are unsure abaout the correct resolution required please contact our Customer Service Team who will advise the correct resolution for your Artwork.

Colour

All printing is done using CMYK inks
- ❐ Some printers use light cyan and light magenta
- ❐ Some processes include spot white

CMYK colour space is best for setting up your artwork
- ❐ RGB artwork will be converted to CMYK

Ensure Brand colours are used consistently across multiple Artworks
- ❐ Most importantly this includes the Black set up

Pantones in artwork are acceptable and will be colour managed within the limitations of the processes
- ❐ All Pantones must be named as original Pantone spot colours
- ❐ Do not submit artwork with renamed spot colours
- ❐ Any artwork supplied with unknown spot colours will be converted to CMYK and will not be colour managed
- ❐ Spot colour fades that use more than one spot colour cannot be colour managed.
  This practice is not recommended and converting to CMYK may not give the required printed results
- ❐ Pantone Black C is recommended on all fabric printing to ensure the richest black

Colour Management
- ❐ Our machines are all profiled to ensure accurate colour, within the limitations of the print process.
- ❐ Colour checking service is available on jobs that use Pantone colours in artwork this is subject to special request and may affect lead time and cost.
- ❐ Colour matching services are available but are subject to specific terms:
- ❐ You can request a colour matching service where we will test specific colours and achieve the best possible match. This may be to a defined standard such as Pantone, or a match to a physical sample, for example a paint colour. This service may incur a cost and will require extra time to carry out and must be requested in advance.
- ❐ Please be aware that material choice can affect colour. It is not always possible to achieve a perfect match between different materials for the same colour. For example, a particular blue printed onto a lightweight flag material may not look the same when printed onto a rigid board.

CMYK Subtractive Print	Cyan Magenta Yellow Black	**Normal print process**
PANTONE Subtractive Print	PANTONE Digital Color	**Normal print process**
RGB Addative Light	255 R 255 G 255 G	**Convertion to CMYK required**

Below are a few examples of Colour Management available.

Swatch Colour	Set Up required	Action
Solid Black	100K	Print as supplied / Profile Managed
Solid Black from RGB file	C77,M68,Y62,K80	Advise you / chargable amendment
Rich Black, **specific** values set by you	C50,M0,Y0,K100	Print as supplied / Profile Managed
Unknown spot Colours, e.g "Davids Green"	Must have specific Pantone reference	Converted to CMYK
Gradients containing Pantones and CMYK	NOT RECOMENDED	Covert Pantone to CMYk / chargable amendment
Two Pantone colours suffix C and C1 e.g Pantone 032 C and Pantone 032 C2	Merge swatches in Pallet to Pantone 032 C	Convert to One Pantone / chargable amendment

There are a couple of Specific Production Spot Colours that we use in our Workflow which MUST to be set up to the following specfication.

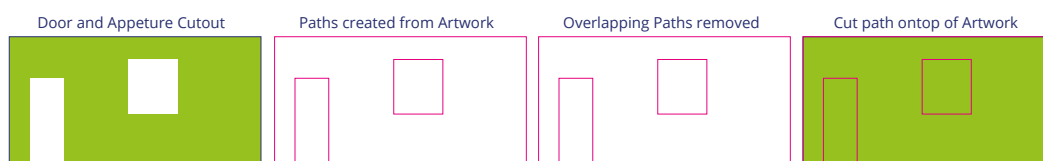| Spot Colour Cut	100% Magenta swatch saved as a **Spot Colour named CUT**	Use this colour for cut paths on your Artwork, the path should be a closed path with a stroke of this **spot colour** and should be on a **seperate layer** named **CUT**.
Spot Colour White_Ink	100% Cyan swatch saved as a **Spot Colour named White_Ink**	Use this colour for White ink on your Artwork, dependent on your requirements this ink separaration should be on a **seperate layer** named **White Ink**.

CUT PATHS   How to create

If your finished print requies cut to shape finishing or Vinyl CAD cut please follow this guide to aid production.

Basic Guide
- ❐ Create a Spot Colour called CUT as described in the section above.
- ❐ Create a new Layer called CUT
- ❐ On the CUT Layer draw the shape or copy a path form your Artwork allowing any offset required and stroke it with the CUT colour, this path must be a closed compound path with the outer path set to your Artwork trim size, Production Bleed must be allowed for outside of this path inline with standard Bleed requirements
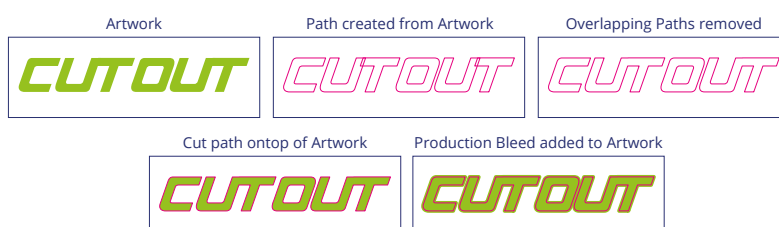

Typical Door or appeture cut out set up

Door and Appeture Cutout	Paths created from Artwork	Overlapping Paths removed	Cut path ontop of Artwork

Vinyl cutting
- ❐ Files supplied for vinyl or 'cad' cutting must be supplied as paths in a scalable vector/outline format.
- ❐ Do not supply bitmaps/raster/jpeg/png artwork for vinyl cutting. These files/shapes also need to be combined to eliminate any overlapping cut paths, (if in doubt view files in outline mode).
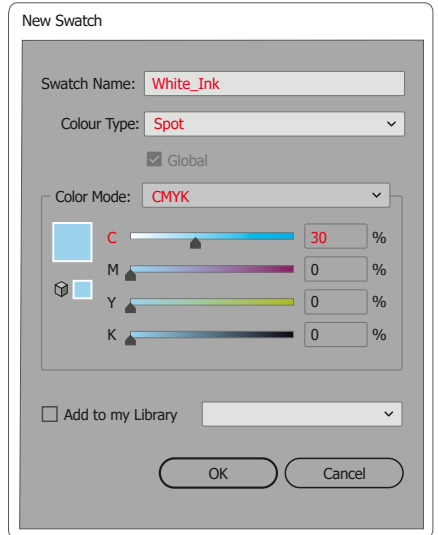
Typical CAD Cut set up

Artwork	Path created from Artwork	Overlapping Paths removed

Cut path ontop of Artwork	Production Bleed added to Artwork

We have the capability to UV print with white ink, either separately, or combined with CMYK inks, to a variety of rigid and flexible substrates. Files to be printed with white ink have very specific requirements for the artwork and print process. Please ask for advice on whether your white ink requirements are compatible with our process.
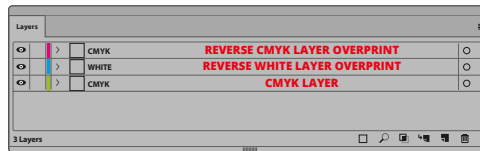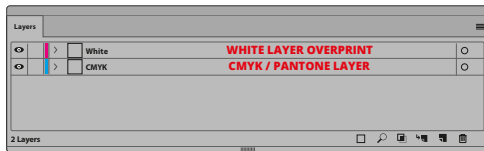
To use white ink, you must first create a spot colour called **"White_Ink"**
You must type it exactly as shown or the RIP will not see the spot colour correctly. Ensure that the color type is **SPOT**.
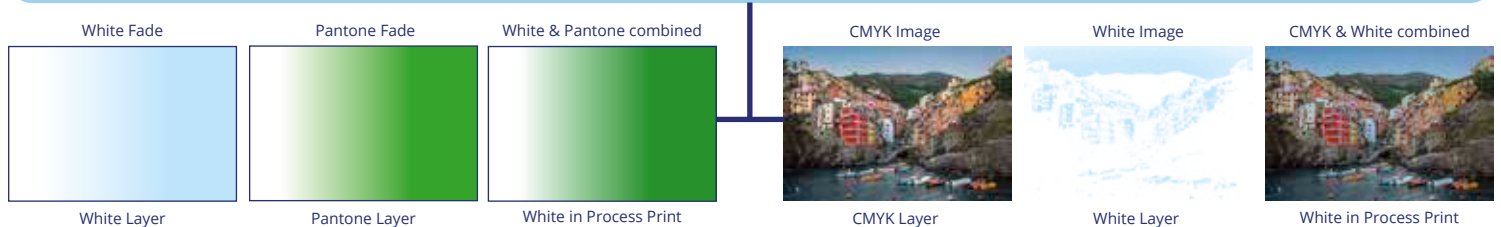The CMYK mix can be anything, but by convention we use **30% cyan**.
Choose another colour if you cannot see this mix against the artwork.
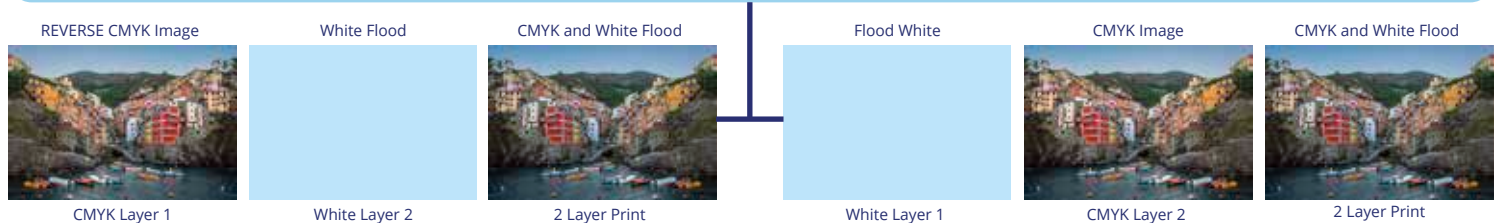
New Swatch

Swatch Name: White_Ink
Colour Type: Spot
☑ Global
Color Mode: CMYK

C — 30 %
M — 0 %
Y — 0 %
K — 0 %

☐ Add to my Library

OK   Cancel

Typical Layer setup

Layers

| | | White | WHITE LAYER OVERPRINT | |
| | | CMYK | CMYK / PANTONE LAYER | |

2 Layers

Layers

		CMYK	REVERSE CMYK LAYER OVERPRINT	
		WHITE	REVERSE WHITE LAYER OVERPRINT	
		CMYK	CMYK LAYER	

3 Layers

White in Process:- This is a single print where CMYK or Pantone and White ink are printed in one pass

White Fade	Pantone Fade	White & Pantone combined		CMYK Image	White Image	CMYK & White combined
White Layer	Pantone Layer	White in Process Print		CMYK Layer	White Layer	White in Process Print

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2 Layer CMYK + White:- This is a double print, CMYK is combined with White in a 2 pass print

REVERSE CMYK Image	White Flood	CMYK and White Flood		Flood White	CMYK Image	CMYK and White Flood
CMYK Layer 1	White Layer 2	2 Layer Print		White Layer 1	CMYK Layer 2	2 Layer Print

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3 Layer CMYK + White + CMYK print for double sided image:- This is a triple print where CMYK is combined with White in a 3 pass print

REVERSE CMYK Image	REVESRE Flood White	POSITIVE CMYK Image	CMYK and White Flood
CMYK Layer 1	White Layer 2	CMYK Layer 3	3 Layer Print

LEGACY MATCHING Guide

Legacy matching including samples

- ❏ For legacy match jobs any new artwork must use the same colour space and colour values as previous jobs.
- ❏ Due to the nature of digital print we can't guarantee legacy match colours from one production run to another, however in order to minimise colour shift we are able to cross check from previous jobs certain details such is printer settings, specific print machine and even batch of media. This is not always possible to replicate, however if you request a legacy match and confirm the previous job details, we will endeavour to manage the process.
- ❏ Please note: if you are replacing one panel within a run, we strongly recommend that you consider replacing the whole run to avoid any colour shift.

UPLOADING ARTWORK Options

Email: (max file size 10MB) Any artwork emails should be sent to sales@xg-group.co.uk. These automatically arrive with our Customer Service Team, so please ensure job details are included.

WeTransfer: Ensure you do not include any instructions, these should be on a seperate email or order form stating your reference job No.

CHECK LIST Tick the Boxes

check list	Yes	Review
FILE FORMAT		
FILE NAME		
SCALE		
PRODUCTION BLEED		
FITTING BLEED		
RESOLUTION		
SOLID BLACK SET UP		
COLOUR SPACE		
PANTONE COLOURS		
CROP & PRINTER MARKS REMOVED		
MULTI PANEL ALIGNMENT		
CUT OUTS SET UP		
CAD CUT PATHS CORRECT		
WHITE INK SET UP		
XG TEMPLATE USED		
EXPORT SETTINGS		