



// PRINT REQUIREMENTS // FOR DIGITAL PRINTING

- 1. FILE FORMATS:** We accept .pdfs, .tifs and .eps files although we prefer press ready pdfs.
- 2. RESOLUTION:** Images should be saved at the highest possible resolution with files set up at 100% with a minimum of 150dpi. For larger images save the files no less than 25% at 300dpi.
- 3. FONTS AND IMAGES:** We prefer all fonts to be outlined. If the fonts are not outlined, we require the fonts to be provided. All images must be embedded in the file. Please convert all strokes to outlines to avoid issues when scaling.
- 4. COLOURS:** Please include any PMS colours in the files. Black breakdown should be 30C 30M 30Y 100K.
- 5. BLEED:** Save files with a 10mm bleed on all sides.
- 6. INFORMATION WITH FILES MUST CLEARLY INDICATE:** Quantity, finished size, substrate to be printed, lamination type if required, all PMS colours, delivery or installation details, and the required date.
- 7. DEADLINES:** Please allow at least 10 working days prior to delivery for Foamex, hard substrate directly printed signs 15 working days prior to delivery for Fabric prints.

IS A PRESS READY PDF DIFFERENT TO A STANDARD PDF FILE?

A press ready PDF just refers to the settings required for high resolution printing as opposed to it being a generic low-res pdf. The settings for image resolution, colour, bleed and crops, font outline etc. should all be outlined in the printing requirement document.

WHAT IS MEANT BY 'FILE SET UP AT 100%'?

This refers to the physical size of the item to be printed. E.G. if the finished item is 500W x 1000H mm, this is the exact size the file needs to be set up at, with the correct image resolution of 150dpi. Usually for larger scale prints (large banners etc), the artwork may be requested to be set up at a smaller scale. E.G. if the file is to be set up at 50%, and the physical finished banner will be 4000W x 2000H mm, the file would need to be set up at 2000W x 1000H mm with an image resolution of double, so 300 dpi.

WHAT IS A PMS COLOUR?

PMS colours refer to the Pantone Matching System which is a code relating to an exact colour. Often logos and company branding has exact PMS colours to use. In this case, provide the printer with these exact PMS colours as they don't always translate well when converted to CMYK and this way the printer can colour match and test to be as close as possible to these PMS colours.

If you have any further questions please contact Exhibition Display Services on 07 3216 2512 or by email to info@exhibitiondisplayservices.com.au

