



# ARTWORK GUIDELINES

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## GETTING ARTWORK TO DPI

There are various ways to get your artwork to us, and we have preferences which fit our workflow ensuring your job is received at production swiftly.

### Under 10mb? Email

If your file(s) are under 10mb in size, then you can email files through to [artwork@dpi-print.com](mailto:artwork@dpi-print.com), stating your quote reference number in the subject line.

Please include with your artwork, PO, full details of the job, including quantity, size, material, finishing, deadline and delivery address with your order.

### Over 10mb? WeTransfer.com

For files larger than 10mb in size, we prefer the use of [www.wetransfer.com](http://www.wetransfer.com) for secure file transfer site.

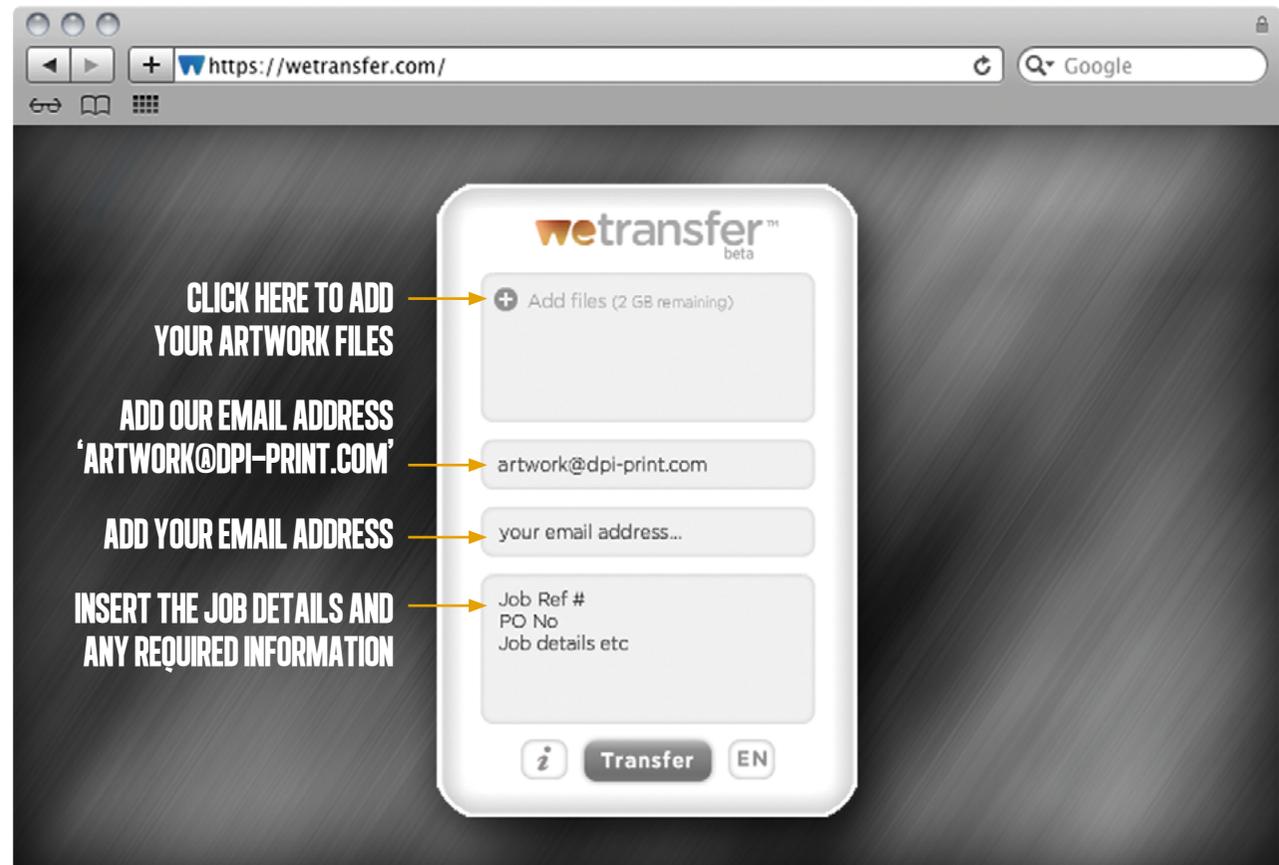
Please include with your artwork, PO, full details of the job, including quantity, size, material, finishing, deadline and delivery address with your order.

### FTP

We are phasing out FTP usage as we've found file transfers via WeTransfer to generally be our clients preferred method. However, if you need to, FTP transfer can be arranged. Contact us for details.

### Post

Should time permit, we can accept DVDs/CDs with artwork files or USB sticks via post to the address above, labelled and including all the relevant job details.



*WeTransfer has a very simple interface and file delivery is swift.*

## GENERAL ARTWORK FILE REQUIREMENTS

At DPI, we accept files in PDF, EPS and TIFF formats for maximum error prevention.

**Why?** Following our submission guidelines ensures accurate reproduction of your files, and that your job finds its way into the workflow without a hitch.

### Artwork Checklist

1. Please include a small screen resolution JPEG of your artwork so we can preview and check against your final artwork files.  
**Why?** A low res JPEG gives us a good visual guide to ensure your artwork files are displaying as you intended.
2. If specific colour matching is required, please provide these swatches by post to the address above.\*  
**Why?** Verbal descriptions of colours and even older pantone books aren't suitable ways of matching colours. We can use swatch samples you send us here as a visual aid.
3. Convert all rgb/pantone images and swatches to CMYK.  
**Why?** Your files should be supplied in CMYK colour, to accurately represent what will come off the press. Colours in the RGB gamut or Pantones can be outwith the capabilities of CMYK printing, and can often be interpreted incorrectly at the file ripping stage, meaning murky or dark colours where you had bright vivid colours on screen.
4. Please convert all text to outlines/vectors.  
**Why?** Missing images and fonts mean bad news! Low resolution image previews and alternative fonts come in place of your selected images and fonts making artwork a real mess!
5. Please PDF using the X-1a or X3 pdf profile, and using the 'Fogra 39' colourspace. This will create pdfs optimised for best output on our presses. If these options are not available please save image quality to maximum, output at 300dpi and see the relevant sections in this guide about including appropriate bleed.  
**Why?** This colourspace accurately represents the inks in our presses. PDF X-1a is an industry standard profile allowing for maximum compatibility across systems and for transparency and vector/raster image mixes.
6. Please include information about what scale your file is set at!  
**Why?** We need to know if you worked at 5/10/25% etc so we can scale up your artwork.



Always use CMYK colourspace

Read on for specific guidelines for different types of work (banners, exhibition, small format etc).

\* There is an additional charge for this service

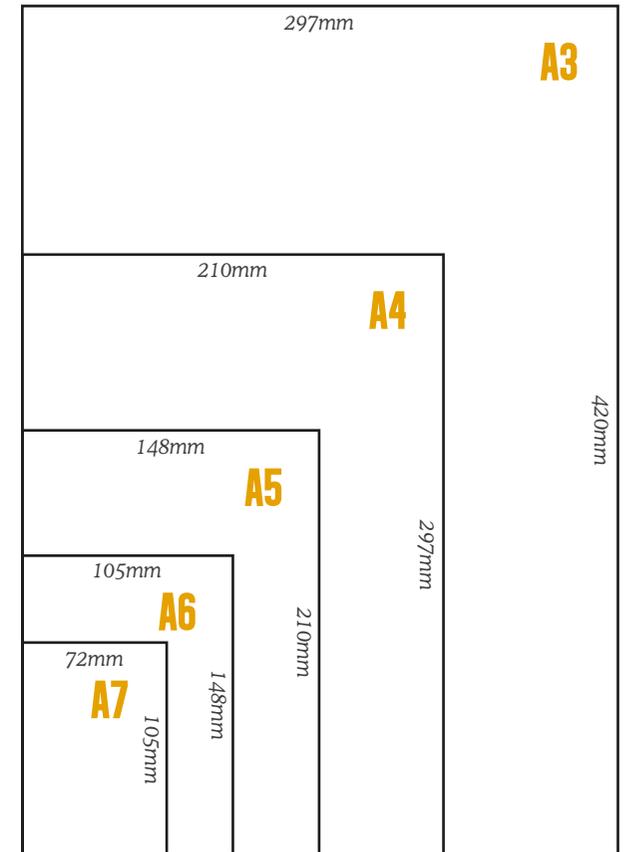
**SMALL FORMAT ARTWORK REQUIREMENTS**

We have litho and digital presses at our disposal, and both are calibrated to the same profile. Artwork should be supplied to the same standards for either press.

**Artwork Checklist**

- Please refer to the checklist for our general artwork guide.  
**Why?** Because there is a lot of useful information in there!
- Artwork should be provided at final size at 300dpi.  
**Why?** We have state-of-the-art high resolution presses and images grabbed from the web may look good on screen but will look poor when printed.\*
- All artwork should have 3mm of bleed around all edges.  
**Why?** Our front to back registration is extremely accurate, though there is room needed to allow for movement in trimming and folding etc. This artwork bleed edge allows colour to 'bleed' off the edges of the page and not mean harsh white edges when trimmed.

- Please allow 5.5mm of 'safe space' in your artwork.  
**Why?** This area should not include any text or vital information as it is too close to the page edges.
- DON'T include crops/trims/colour bars or any other type of printer marks in your file.  
**Why?** We imposition files on press and these superfluous details only slow down our process. So long as you have followed our guidelines for bleed, and included your job information including measurements, we'll be able to work out the rest!



A-series Sizing Chart

'A' Size	Finished Size†	Artwork Size†	Bleed†
A7	72 x 105	78 x 111	3
A6	105 x 148	111 x 154	3
A5	148 x 210	154 x 216	3
A4	210 x 297	216 x 303	3
A3	297 x 420	303 x 426	3

**CASE STUDY**  
Legally Blonde  
The Ambassador Group Theatres, UK wide

From litho printed flyers, to rollup banners, posters, A8 sheet signs, conversation, bus sides and self adhesive vinyls, we created consistently brilliant print right across the board.

With the show experiencing great exposure using a variety of excellent print products, all of which were produced using the services of DPI, it proved to be a massive hit at these venues.

**WHAT WE DO**

- Banners
- Posters
- Small Format
- Rollup Banners/signs
- Conversation

**WHAT IT MEANS**

- Superior print quality
- Full service
- Quick
- Competitive prices

To find out more or to receive our 2011 brochure, please get in touch via the phone number or email below.

**0800 73 111 86**  
INFO@DPIPRINTSHOWTIME.COM

Artwork guideline example  
The black keyline shows the bleed edge  
The yellow dotted keyline shows the trim edge  
The white keyline shows the 'safe zone'

\* See our advice on 'Viewing Distances & Resolution'  
† Sizes in mm

## LARGE FORMAT ARTWORK REQUIREMENTS

We have a number of large format presses for producing both outdoor quality and indoor exhibition quality work.

### Artwork Checklist

1. Please refer to the checklist for our general artwork guide.  
**Why?** Because there is a lot of useful information in there!
2. Artwork should (generally) be provided at final size at 150dpi.  
**Why?** Unlike small format, large format is a little more forgiving given the viewing distances (ie. not up close and personal!)\*
3. Artwork should be trimmed to the art edge and doesn't require any bleed.  
**Why?** Wide format is printed digitally and manually trimmed so can be cut to colour, negating the requirement for bleed around the edges.
4. Please allow 10mm of 'safe space' in your artwork.  
**Why?** This area should not include any text or vital details as it is too close to the art edges.
5. DO NOT include crops/trims/colour bars or any other type of printer marks in your file.  
**Why?** We imposition files on press and these superfluous details only slow down our process. We cut to colour so there is no need for any of this information.



Artwork guideline example  
The black keyline shows the artwork edge,  
no bleed required  
The white keyline shows the 'safe zone'

### A Note about QR Codes

We are seeing increased use of QR codes on posters and banners in production. Whilst we encourage the use of this excellent media tool, we need to warn you that we cannot guarantee that QR codes will function on large format artwork printed at DPI. The variables to consider are too great to offer such guarantees. Error-detection used, size, colour, distance from scanning, camera used, etc all play a part in the successful use of QR codes, so please carefully consider their use on your large format print.

Our tips to getting a working QR code on large format:

- Use minimal error-correction
- Make fairly sizeable
- Stick to black & white
- Test, test, test and test again!

\* See our advice on 'Viewing Distances & Resolution'

## ARTWORK TIPS

### Invest in good design.

Artwork that has come from professionals who know how to set up artwork for print helps ensure optimal results. We can recommend you a designer should you require that assistance.

### Get blacks right.

Small text (12pt and under) should use 100% black. For large areas, text over 12pt, and backgrounds, you should 'back' your 100% black with and 75% cyan, magenta and yellow. This is what we'd refer to as 'rich black' and will give a punchy output!

### Work small, think big.

When setting up large files, it's much better to work at 300dpi at a scale percentage of the final size. This ensures manageable file sizes, and consistency with your artwork.

For instance if you require a 2 metres x 3 metres banner, work to a 50% scale, setting your artwork up at 300dpi, 1 metre x 1.5 metres.

Viewing Distance / Resolution Guideline minimums\*

Format	Viewing Distance	100% Resolution
Small format	less than 1 metre	300dpi
Exhibition	less than 1 metre	300dpi
Large format	more than 1 metre	150dpi final size

### Viewing Distances & Resolution\*

When setting files up for print, it is extremely important to keep in mind the distance at which the printed artwork will be viewed.

Despite what you may have heard, there is no need to print everything at 300dpi final size.

When printing small format, we recommend artwork is set up at no less than 300dpi at final size. These prints are typically viewed 'up close and personal' so the print should be sharp at this distance.

The same goes for 'exhibition quality' large format. Artwork that will be viewed from distances of closer than 1 metre should be set up at 300dpi final size.

Large format work which typically is not viewed at a distance of closer than 1 metre, such as 4sheet posters, can be set up at 150dpi final size.

Billboards and print that is designed to be seen from distances over 6 metres should ideally be still be set up at 150dpi, but in some cases could be set up at as low as 50dpi final size.

There are many complicated algorithms and calculations out there to work out effective resolutions vs viewing distances, but many conflict on opinion, showing just how subjective a topic it really is.

\* These resolutions are for guidance only, based on what DPI would deem as acceptable resolution for the viewing distances shown.

## TYPICAL SIZES

Listed below are a range of typical sizes for ad boards, posters sites and other common large format print applications.

### 6 Sheet\*

Commonly used for street advertising in pedestrian poster frames.

Size 1,200mm (w) x 1,800mm (h)

### 4 Sheet (60/40)

Regularly used for outdoor advertising - multiples of this are used to create larger poster sizes.

Size 1,016mm (w) x 1,524mm (h)

### 12 Sheet

Three 4 sheets joined up together, another standard advertising size.

Size 3,048mm (w) x 1,524mm (h)

### 16 Sheet

Four 4 sheets joined up together.

Size 2,032mm (w) x 3,048mm (h)

### 48 Sheet (Billboard)

Made up of twelve 4 sheets joined together.

Size 6,096mm (w) x 3,048mm (h)

### 96 Sheet (Billboard)

Made up of twenty-four 4 sheets joined together.

Size 12,192mm (w) x 3,048mm (h)

### Double Crown (DC)

Typically used for certain theatre spaces.

Size 508mm (w) x 762mm (h)

### A1

Large poster - typically used for up close viewing.

Size 594mm (w) x 841mm (h)

### A0

Oversize poster - for indoor ad spaces.

Size 841mm (w) x 1,189mm (h)

### Quad

Used primarily for outdoor street pillars.

Size 762mm (w) x 1,016mm (h)

### Behemoth Stand

Great for photograph backdrops and reception areas.

Size 2,400mm (w) x 2,400mm (h)

### Rollup Stand

Typically used for exhibitions and temporary spaces.

Size 2,000mm (w) x 850mm (h)

Please note that our rollups require an additional 50mm of colour bleed to go into the stand.