

DIGITAL IMAGERY GUIDE

DOCUMENT SET UP GUIDANCE

Applications and software we can accept

We accept Adobe Illustrator, Adobe Photoshop, Adobe Indesign and High Resolution PDF files. Please note that when the JPEG format is used to supply an image for printing that once an image has been compressed, data from the picture is lost and cannot be recovered. Always save JPEG compression at the maximum setting of 12 within Photoshop to avoid unwanted large pixels appearing on the final printed result. Ideally files should be saved as PSD, AI, TIFF or EPS files to ensure no loss of quality at the printing stage.

You can send them via email if 10mb or less, on a CD or DVD, or use a file sharing site such as yousendit.com or dropbox.com.

Setting up your files

Please make sure your images are CMYK colour and not RGB and that you use suitable images to fit your wall i.e. if your wall is wider than it is tall you will not be able to use a portrait image. If you are setting up Photoshop files, the best image size is normally quarter size at 300dpi. (Divide all your measurements by 4). Photoshop files should always be flattened before saving. We generally increase the final size by as much as 50mm height and width to allow for walls/floors running out etc. Please ensure that critical detail is not placed too near the outer edge of the file. We will work out how to "tile" the document into its individual panels.

As mentioned above images should be a minimum of 300dpi at ¼ of full size. If files are of a lesser size then we will advise suitability for purpose once we have looked at them.

Fonts

To ensure crisp and perfect edges use a vector-based program when putting text together, rather than a pixel based program.

Please supply both screen and printer (PostScript) versions of the fonts used in all documents supplied. These are found in the system/fonts folder on your Mac or in the Windows/system folder on your PC. Alternatively if you are using Illustrator you can convert all of your text into outlines.

Scanning

Ensure scans are of a sufficient resolution for your output size. Low-resolution scans will not be usable especially when blown up to actual size. We can produce scans for you and accept transparencies, colour and black and white negatives, flexible print and flat artwork.

Colour and colour matching

Make sure all colours in your document are specified as CMYK. Please remember that Pantone and paint patch colours cannot always be accurately reproduced in CMYK, however we will be happy to supply you with a colour swatch produced on the specified wallcovering.

Printing repeat designs as a continuous length

If your design is a repeatable then you will need to supply it at 1220mm width. The design would then repeat out on both sides by another 25mm making the total width 1270mm. This will then allow for an overlap to use when matching and trimming your panels.