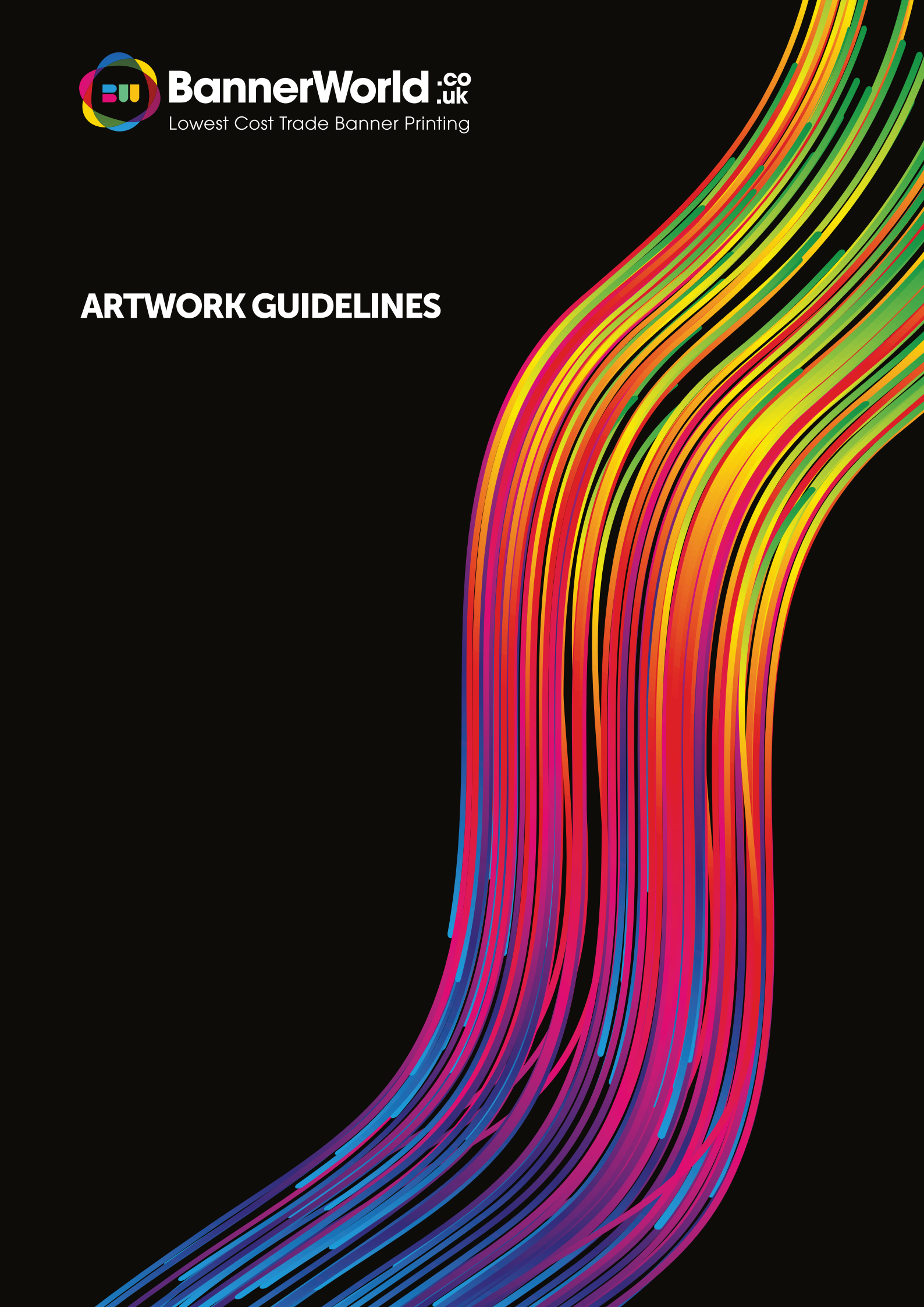
BannerWorld.co.uk
Lowest Cost Trade Banner Printing

ARTWORK GUIDELINES



PRE-PRINTING CHECKS

We want to make your experience when ordering with us a good one. We always check your artwork before sending it to print. Below are the processes your order goes through before printing.

Do we check your artwork before printing?

Yes, we will check your artwork before printing. If we see an obvious problem, we will contact you. When we receive an order, we review all print files to ensure they correspond. If we see any issues with your artwork or if we are missing a file, we will notify you before proceeding to print. We will place your order on hold until we have a response.

What file checks do we make?

We check all files for the following criteria: Quality, File format, Sizing, and safe areas for pockets and hems.
We will contact you for clarification if we spot anything obvious not mentioned above. Please ensure when ordering that your contact details are correct. Not being responsive with replies to our requests could delay your order. Our checks are a manual process to minimise print issues, but it is up to you to supply artwork correctly per these guidelines. We cannot be held responsible for issues that are out of our control from incorrect artwork submission.

What happens if my files are incorrect?

If we spot a problem, we will contact you. If your artwork requires a slight change to make it print correctly, we will adjust this and proceed to print. All file checking is a manual process undertaken by our pre-press operatives. We try to spot errors; however, we cannot accept responsibility for any incorrect printing due to spelling mistakes, setup or artwork error that is out of our control.

Buy in confidence.

For full information on our checks and how to buy in confidence, please read the following about our processes and pre-print file checking.

Do you offer a design service?

We offer a free design tool for the vast majority of our products. We also offer a basic artwork service.

Does this mean we only deal with trade?

No. We are more than happy to work with the general public. As long as you can supply artwork as per these guides, we are more than happy to print your items. Please seek a Graphic Designer's assistance if you need help with creating artwork or need an understanding of setting artwork. If you want to speak to us first before placing an order, please call us on 01253 897 840 or email sales@bannerworld.co.uk.

ARTWORK GUIDELINES

Before submitting artwork, please make sure you have read our artwork guidelines below.

File Formats

We only accept files in the following:

PDF, Ai, EPS, JPEG, PSD, and TIF.
Please provide tif & PSD files in a flattened format. We do not work with or accept Microsoft Word files or Powerpoint.

Type & Text

Convert all text to outlines/curves, even on pdf files.

Colour Settings

Ensure files are set to CMYK. We convert RGB files automatically. Changing to CMYK from RGB can cause unexpected results. You will not be notified of a change from RGB to CMYK.

Colour Matching

Please be aware that Print machines, handheld devices and desktop printers will interpret and show colours differently. We cannot be held responsible for colours printing incorrectly due to errors in incorrectly supplied print files.
We print on a wide range of print machines and cannot guarantee a perfect match from one print method to another. Due to print tolerances and the nature of our business, we cannot guarantee an exact match to something you see on a computer screen. Most creams, greys and CMYK-printed golds can print differently from how they look on screen.
Please ask or quote us a Pantone reference if you need colour clarification.

Can you match Pantones®?

Yes, we can, but we cannot guarantee an exact match.
You must notify us of any Pantones® that require matching. There is an extra charge for printing Pantones®of £30+vat per colour. If no Pantone® request is made, we will print to the nearest CMYK value. Please read about our colour matching service for more information on this subject.
Due to the nature and limitations of the CMYK printing system, we cannot guarantee an exact match.
For large print runs, it's advisable to order a minimum order sample of the colour before ordering, but this will delay the order for another 5-6 working days.

Artwork Templates

For specific items, artwork templates are available on the product pages. Artwork for the below products will only be accepted if set to the correct artwork template. These templates are only for items with specified sizes or shapes.

The following items have a print template:

Feather flags
Deckchairs & directors chairs
Heras Fence banners
Pedestrian covers
Cafe barrier banners
Fabric backdrop stands
Windbreaks
Gazebos
Bunting

Make sure a separate layer is assigned for the artwork.
Save the file as a layered pdf, ai or eps file. Please embed images and create outlines on the type before saving.

Size & Scale

The orientation of the print file must match the orientation of the order. We accept files at actual size or scale. Artworks with larger dimensions will be required to be supplied at scale.

Below are examples of scaled artwork we accept.

1:2 scale (50% actual size)
1:5 scale (20% actual Size)
1:10 scale (10% actual size)
1:20 scale (5% actual size)

Overprints

Do not use Overprints.

File Names

Please ensure file names are short and descriptive.

Colour Profiles

Print files MUST NOT contain ICC colour profiles.

Use of Black CMYK values

Correct Black Settings give the print a deeper colour as sometimes, using just black, the image can look grainy and 'washed out. Use the following guidelines if you have large amounts of black in the file.

Set all items to:
C60 / M60 / Y 60/ K100

Except: Vinyl printing, Window stickers
C20 / M20 / Y20 / K100

Images

It's important to Embed all images before saving. Supplying linked images in a folder is not recommended.

Resolution (DPI)
Please make sure that you save your file to the DPI Guidelines below. In the case of scaled files, i.e., if you have scaled your file at 1:10 (10%) scale, then the DPI must be x10 times higher to compensate.

Vinyl, Static cling, Posters, Small stickers, Window decals
Up to A4 Size 300dpi
Larger than A4, up to and including A3 Size 200dpi
Over A3 Size 150dpi

Banners, Backdrops, Fence covers, Wallpaper, Large vinyls, Contravision
Up to 5m sq 125dpi
5m – 50m sq 50-100dpi
50m+ sq 30-50dpi

ADDITIONAL INFORMATION

Pole Pockets

When placing an order, please make sure you select the overall finished size. Your overall banner size should be the total size, including the pockets. So if you select a 1m wide x 2m height, we will manufacture the banner to a total height of 2m, including the pockets. For more information on pole pockets, then, you can read our pole pocket guide.
Please make sure that you leave a safe area for your pockets. The term 'safe area' means no items of text or logos. So if you have 150mm flat pockets on top and bottom, please don't let any text or logos run into these areas. Please note that on a 150mm flat pocket, you will also need to leave an additional 40mm extra for the weld (so 190mm in total). Background colours or images are ok, just no readable text or logos.

Double-sided banners

We have special software which flips certain parts of your banners, thus creating a seamless pocket on the opposite side. When ordering a double-sided banner, follow the steps above and refer to our pole pocket guide. If you require a different image on each side of your double-sided banner not a problem; upload x2 files stating that you need a different image on each side.

Bleed & Crop Marks

Banners, Fabric and Backdrops
Set your artwork without bleed or crop marks. Banners should have a clear area of 4cm around the perimeter for the eyelets. So please leave important text and logos 5cm away from the edge.

Decals, stickers and vinyl printing
Please supply all files with 5mm bleed all around. Do not save the artwork with crop marks.

Cut to shape

Vinyl / static cling-cutting information
We require a 5mm bleed plus a contour cut supplied in a separate layer. The cut line should be a contrasting stroke colour to the artwork and named in an individual layer' CutContour.'

Banner cutting information
When showing eyelet positions and wind slits or cutter lines on banners, please supply the artwork file and a separate cutter file. Please ensure that both files are set to the same artboard size and scale. Please supply a separate ai, eps, or pdf file with the cutter or eyelets marks.

Please make sure your files are set correctly

Banner World cannot be held responsible for any spelling errors/typos / incorrect telephone numbers, or improper setup of files. If we believe that a file is incorrect before production, we will contact you and request a new file.
We only accept files suitably prepared for print. Any additional operations to correct files to the above guidelines and all changes made by Banner World upon the customer's request shall be treated as another service and may incur an extra surcharge.