



Artwork Specifications

These artwork guidelines are published to allow our clients to supply us with artwork that will be reproduced to the highest standards and to minimise problems encountered during conversion / production.

If artwork is being supplied in a 'print ready' format this means that it will not be re-proofed unless a proof has been specifically requested and paid for at an additional charge. Various levels of proofing services are available please see the following pages.

If you have any questions with regard to any of the content in these guidelines please contact one of our designers who will be happy to help.



File Format

Acceptable file formats are:

PDF 

The preferred file format that we accept and print directly from are high resolution print-ready PDF's. We advise PDF's to be saved as version PDF/X-1a. This will allow for CMYK (Process) and Spot colours (Pantone).

To avoid any font or effect problems, **ALL FONTS MUST BE CONVERTED TO OUTLINES** and any images / effects are to be flattened.

To avoid colour variations when printing Photoshop cropped images, all must be clipped into a clipping mask within Illustrator or InDesign.

We may not be able to process the file if artwork is provided incorrectly.

JPEG 

If supplying artwork in JPEG format we advise the final resolution to be 300dpi to ensure a high quality final product.

If producing lower resolution image please check you are happy with the quality. In order to check the resolution of the final artwork, please open the file at actual size (Scale 1:1) and enlarge to 100%.

Other accepted file types

If you are unable to provide a print-ready PDF we also accept the following file types:



If supplying the files as AI or EPS please ensure all fonts must be converted to outlines and all images embedded or we will not be able to process the file.

We do not accept artwork created in applications like Microsoft Word, Publisher, Powerpoint etc...

To ensure the highest quality, artwork should be supplied in a vector format (PDF, EPS or AI). If logos or shapes are to be digitally cut out please include a vector for the cut path. JPEG & TIFF images CANNOT be digitally cut.



Dimensions

Artwork should be supplied at 1:1 scale. But should the artwork require a reduced scale due to file size - please specify the scale in the file name *i.e. Banner_1@50%.pdf*

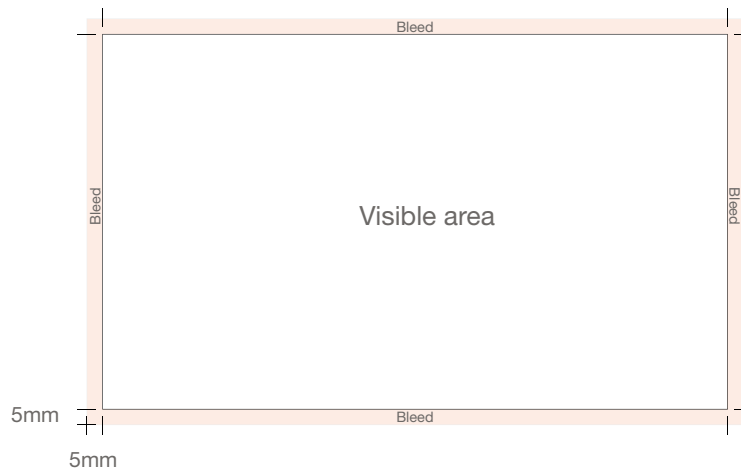
If a reduced file size is being used please check all images are at an acceptable quality when enlarged to the full size (Scale 1:1).



Bleed

Additional bleed must be added to all supplied artwork with crop marks to ensure accurate sizing.

Please use a bleed of **5mm** all the way around unless otherwise specified.



For product specific bleed requirements please see our product specifications document.

If a hem is necessary (banners etc..), any graphics left within the bleed area will be printed.



Colour

- **All artwork & images MUST be supplied in CMYK colour mode.**
- For Rich Black please use 100% black reference (C:100 M:100 Y:100 K:100).
- If colour is a particular concern we recommend a test print or a PMS colour proof should be requested based on supplied colour references (*see Colour Matching*).
- Due to the inherent differences between digital and offset printing, and the diversity of products we supply, certain PMS colours and effects such as duotones can sometimes be difficult to emulate.
- **We cannot guarantee any colour matching unless PMS colour references have been supplied and test prints provided. Final colour to be approved by client prior to printing (see Colour Matching).**



Electronic Proofing



We offer an electronic .PDF proofing service. This is designed to allow the sizes / position / content / spelling & fonts to be checked.

A link to the proof will be sent via email. The proof will be available to view, print or forward to colleagues in .PDF format via our EchoSign portal.

Proofs can be digitally signed online to approve or reject with comments if amendments are required.

£5
+ VAT
service charge

Example of EchoSign screenshot



Please Note

This service is **NOT** intended as a proof for colour matching purposes as different screens & printers will interpret & display colours differently. If a proof for colour matching is required, please see our 'Colour Match Proofing' section below.



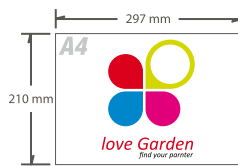
Colour Matching

Colours can often vary from print to print due to differences in media, ink, printer, temperature or protective laminate.

If colour is a particular concern, there are TWO types of colour testing / matching services available:

1. Test Colour Proof

To see how the final product will look we will provide a reduced size A4 test print using the original artwork without any modification using the exact same media that the final product will be printed.



£20
service charge
per proof

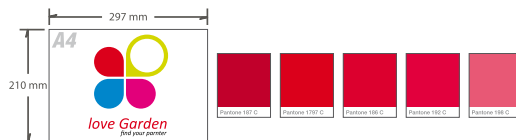
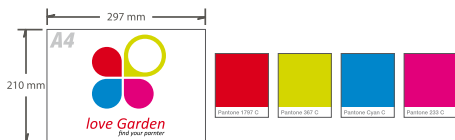
2. PMS Colour Proof

We will provide a reduced size A4 test print based on the PMS colours with the Pantone references supplied along with clear colour samples to compare colours.

This is recommended when:

- A colour hardcopy has to be matched.
- You have specific PMS colours that have to be matched e.g. when a company logo has to match a specific PMS reference stated in the branding guidelines.
- Artwork includes photos or gradients.
- PMS colour references are not available.
- You have rejected a previous “test colour proof”

If a PMS colour proof is rejected we will also provide one revised proof using recommended closest colour options.



£40
service charge
per proof or

£20
If a ‘Test Colour Proof’ as already been produced.

Proof Options

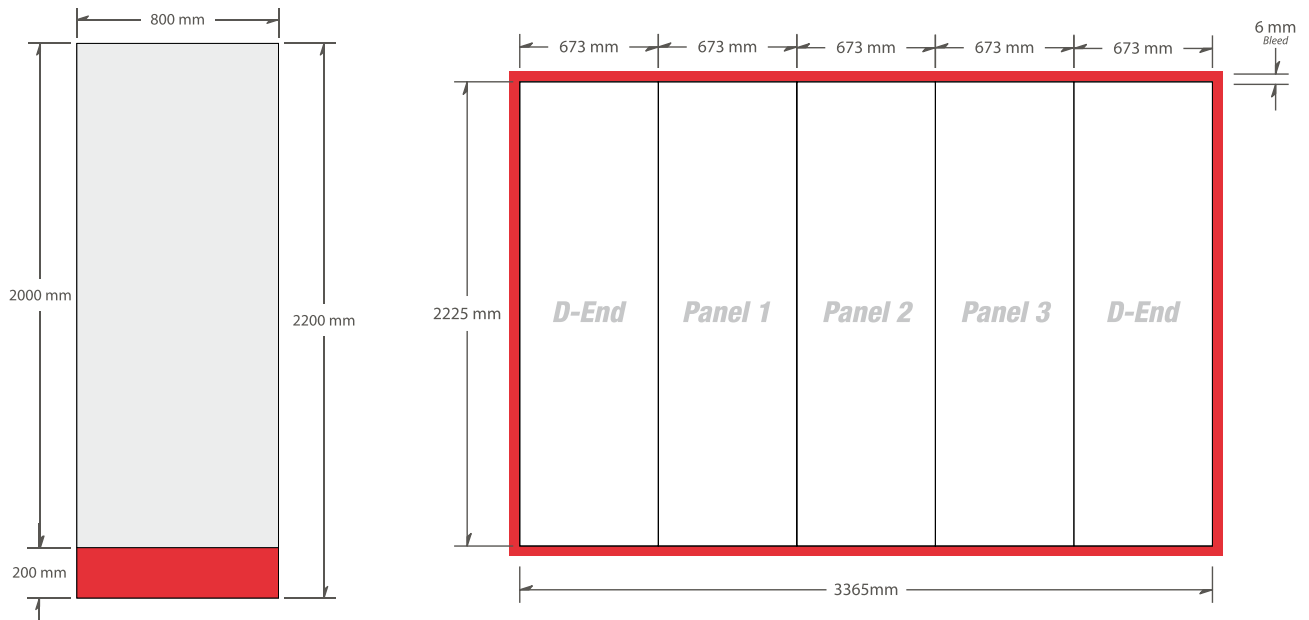
- Print entire artwork at a reduced size A4
(Recommended to evaluate colours in the entire artwork document)
- Print a selected section at actual size (Scale 1:1)
(Recommended to evaluate artwork resolution or specific colours of concern)



Templates

For many standard products we can provide templates that shows accurate sizes and bleed. Available in Adobe Illustrator or PDF format at actual size (Scale 1:1).

Example templates (Roll up & Pop Up)



Supplying Artwork

- By Post on disk - CD or DVD to the address below:

Morgan Signs
285 Cowbridge Road West
Cardiff
CF5 5TD

- Via the web - Send files up to 2gb using: www.wetransfer.com
- Email - Attach your files and send them to artwork@morgan-signs.co.uk - files no larger than 5mb.



Artwork Amendments

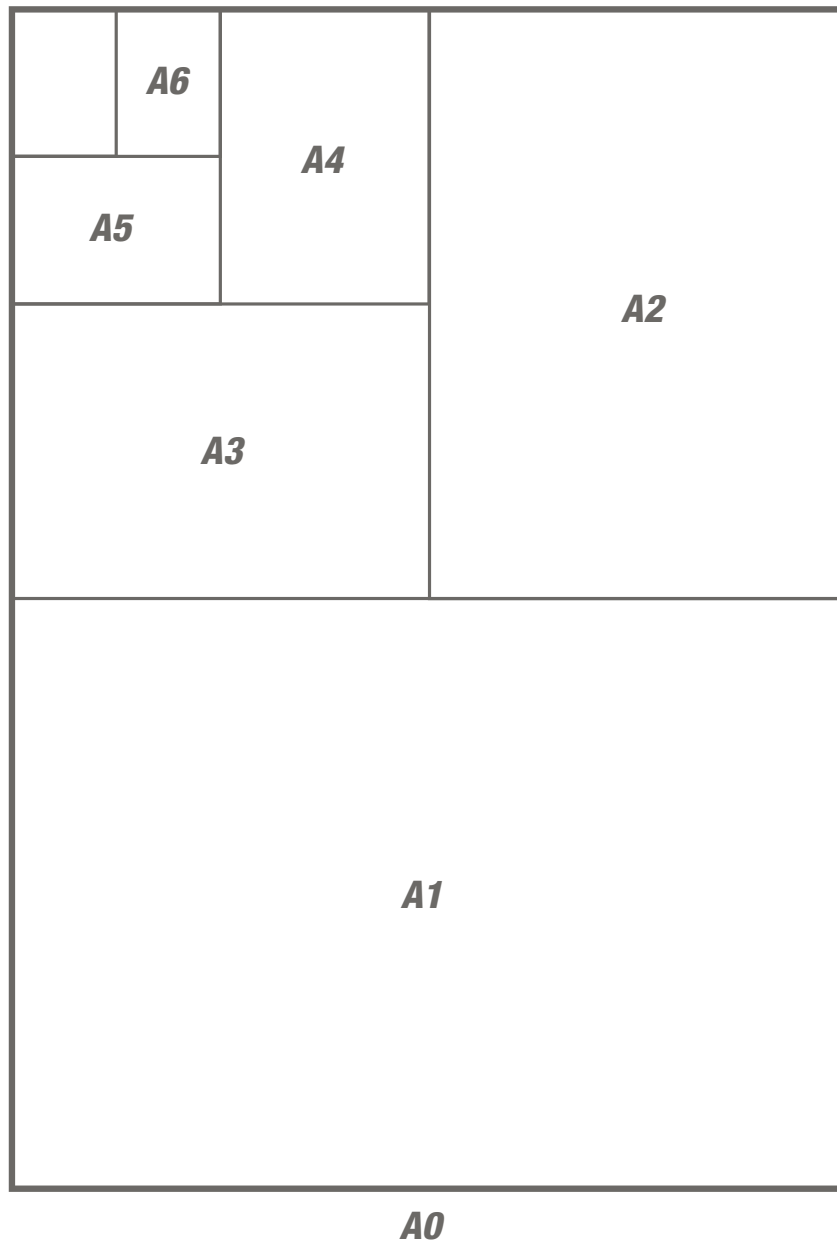
If artwork is supplied which needs Morgan Signs to make any basic amendments to sizes or layout there will be an additional charge.

If more complex artworking is required the quote may have to be revised with an additional design charge included.

£25
service charge
per proof



ISO Paper Sizes



A0	<i>841mm x 1189mm</i>	<i>33.1" x 46.8"</i>
A1	<i>594mm x 841mm</i>	<i>23.4" x 33.3"</i>
A2	<i>420mm x 594mm</i>	<i>16.5" x 23.4"</i>
A3	<i>297mm x 420mm</i>	<i>11.7" x 16.5"</i>
A4	<i>210mm x 297mm</i>	<i>8.3" x 11.7"</i>
A5	<i>148mm x 210mm</i>	<i>5.8" x 8.3"</i>
A6	<i>105mm x 148mm</i>	<i>4.1" x 5.8"</i>