PRINT READY ARTWORK

CATER SIGNS

A guide to preparing and supplying your own print ready artwork

Once you have placed your order, you will be sent an email containing a link to upload your artwork files along with instructions on ensuring your files are ready for print as described below.

Download the pdf product artwork template

This is shown under the product specification section of the product.

This pdf template will indicate the size of the area available for your artwork.

PDF

What files do we accept?

We can print from most file types:

JPEG, EPS, PDF, AI

We cannot print direct from Microsoft files such as Word, Publisher or Powerpoint but we can easily recreate those file types.

Important things to remember:

- All graphics need to be 300dpi.
- All fonts must be created to outlines. (curves, paths)
- All colours must be CMYK only. No RGB or spot colours.

To get a strong dense black when making up your artwork please flood it with 100% of all the colours. This will then give a nice vibrant black background.

What resolution does the artwork need to be?

The resolution for your artwork needs to be set at 300dpi.

Anything less we cannot guarantee the quality of your artwork.

All the imported graphic contained within the design also need to be 300dpi resolution.

> IMPORTANT:
> Do not copy logos and images from websites.
> Resolution will be poor and they will not print well.

What size does the document need to be?

We ideally need the artwork supplied to us actual size (100%).

Artwork over 5 metres should be supplied to us at 25% of actual size.

FREE ARTWORK CHECK
Do you need a proof?

If you are providing print ready artwork, we do not provide a proof as standard, which enables us to get your print to you quicker.

If you require an artwork proof please get in touch with us to discuss.

Before we go to print, we will carry out a free technical check on your artwork. If there are any issues, we will contact you to let you know what needs to be changed.

Colour Matching

Our large format digital printers are of the highest standard and are calibrated to produce vibrant, full colour prints.

The process involves CMYK printing and this means it is **not always possible to match Pantone colours**, but they will be converted to the nearest CMYK equivalent.

If an exact colour matching is critical, please send us a physical copy of other printed material, such as a letterhead or brochure, and we will check your file prior to printing. If we cannot achieve a reasonable match we will call to discuss.

Please send any physical examples to:

Catersigns Design Department
First Floor
Templeback
10 Templeback
Bristol BS1 6FL

DESIGN SERVICE

If you do not have any artwork, we can design it for you.

See next page for further information.

SIGN DESIGN SERVICE

What's included in our Sign Design Package

The design layout which includes your text + multiple logos + multiple images.

Also includes, basic image manipulation, text effects and multiple fonts, plus 3 amendments to the design.

This package is an estimated cost, and for the most part an accurate representation.

If we think there will be an overrun, our design team will contact you prior to starting any design work.

Sign Design Service Procedure

Once you have placed your order and requested our Sign Design Service, you will be sent an email containing information that we require **"To Get Your Design Started We Need"** and how to upload/send us your design brief and images.

Your design brief

We suggest for ease to download and print out the product artwork template.

Do a few rough sketches of your preferred layout and send this copy along with any images or logos that you want to include in your design.

Images/logos to be sent in an EPS, AI or high res jpg format.

Please note: that images taken from the internet are generally to small for large format reproduction, however please feel free to send any logos over for us to check.

If you don't have suitable images/logos for use in your design, we can help source high-quality image(s) at a small additional cost.

Don't forget to tell us about your target audience, send us website and any other relevant marketing literature links.

Do you have a corporate branding guide or marketing guidelines to adhere to? Any typeface/fonts you use. If so, please include these.

Is there any contact details you want to include in your sign or any preferred colours?

The more information you can provide in your design brief the better for our design team.

Your design proof

Once we have received your design brief, we will produce the artwork.

A PDF file will be sent to you for approval. Once approved, the design will go to print.

Amendments to the Design Proof

Should you wish to make any amendments to the design, please email back with your amendments. Please note: 3 amendments to the design allowed in this initial design package.

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Help & enquiries

Tel: 01173 326 645.

Office hours:
Mon to Fri, 9.00am to 4.00pm

Answerphone: Out of office hours. (Leave contact name and number)

All email correspondence to:
enquiries@catersigns.co.uk