MARLER | HALEY

GRAPHIC SPECIFICATIONS

INTRODUCTION

introduction

This information can save you hundreds, possibly thousands, of pounds...and yet it is not for you!

It is for you to pass onto your designer or whoever is creating your graphics for your display. It will assist them in setting up your artwork to achieve the optimum output whilst minimising hold ups and cost.

There are many ways and several peices of software which can be used to assemble artwork and not all of them suit large format printing…these specs help you and your designer avoid trouble.

You may like to read it yourself, although it can get a little technical at times, it demonstrates where things can go wrong if artwork is supplied incorrectly.

Templates in certain software packages are also available for popular products to make it even easier, just request these from Marler Haley graphics and we'll email them over

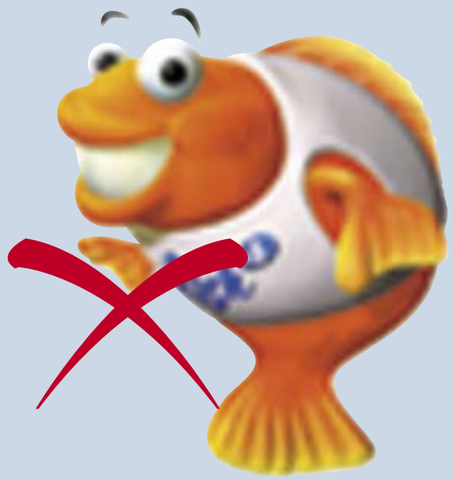
If your designer needs any advice or assistance tell them not to be proud, we'd be happy to help. Call us on 01933 676952 or you can email us at info@marlerhaley.co.uk

Please note that whilst we will make every effort to ensure your graphics are perfect for you, we cannot be liable if the artwork we are supplied with does not meet the following specifications and errors; additional costs or even a delay may be incurred.

RESOLUTION

resolution

Too low and the print will be pixellated



Res'ing up softens the image
and can only be used sparingly

72dpi at finished size of PRINT

72 dpi

at the finished print size or, if you set the document up at quarter size then scans will be at 288dpi i.e 72dpi at full size

COLOUR

colour matching

All colour matching is done under daylight matched lighting to a method certified in our ISO9001 procedures.

Pantones: Please note that our large format inkjet printing uses a process colour system utilising 4,6 or 8 colours . The advantage is large, high impact, full colour graphics panels. The disadvantage is that Pantone colours cannot be printed in their specific solid colours although in most cases an excellent result can be obtained with the process system.

When you have a colour that is particularly important, advise us and leave it as a specific pantone number. DO NOT CONVERT IT TO CMYK. Whilst this may give you the result you seek in Litho printing, it most likely won't in inkjet. The first Pantone match is free and subsequent ones incur a small charge of £25 each.

Matching Brochures, letterheads: Just because you have specified your brochure to appear in a Pantone colour doesn't mean it matches precisely a Pantone colour chip. It may be Litho printed in the one, specific colour or probably made from CMYK. It may appear differently depending on a number of factors including the paper stock and density with which it is laid down.

If you would like your graphics to match as closely as possible your corporate literature (or any other item for that matter) please send the item itself.

PROOFING

proofing

Proofing

Proofs are completed on the specific RIP station and printer your final job will be completed on and are therefore a “machine proof”. Furthermore, the file is retained on the RIP (Raster Image Processor) until approved and is then scaled and printed. This ensures exactly what you see on your proof is exactly what you get in your final job. Only on the rare occasions that any changes are required, will another file be sent to the RIP. Due to the complexity of proofing to this standard, we make a nominal charge of £25 for this service.

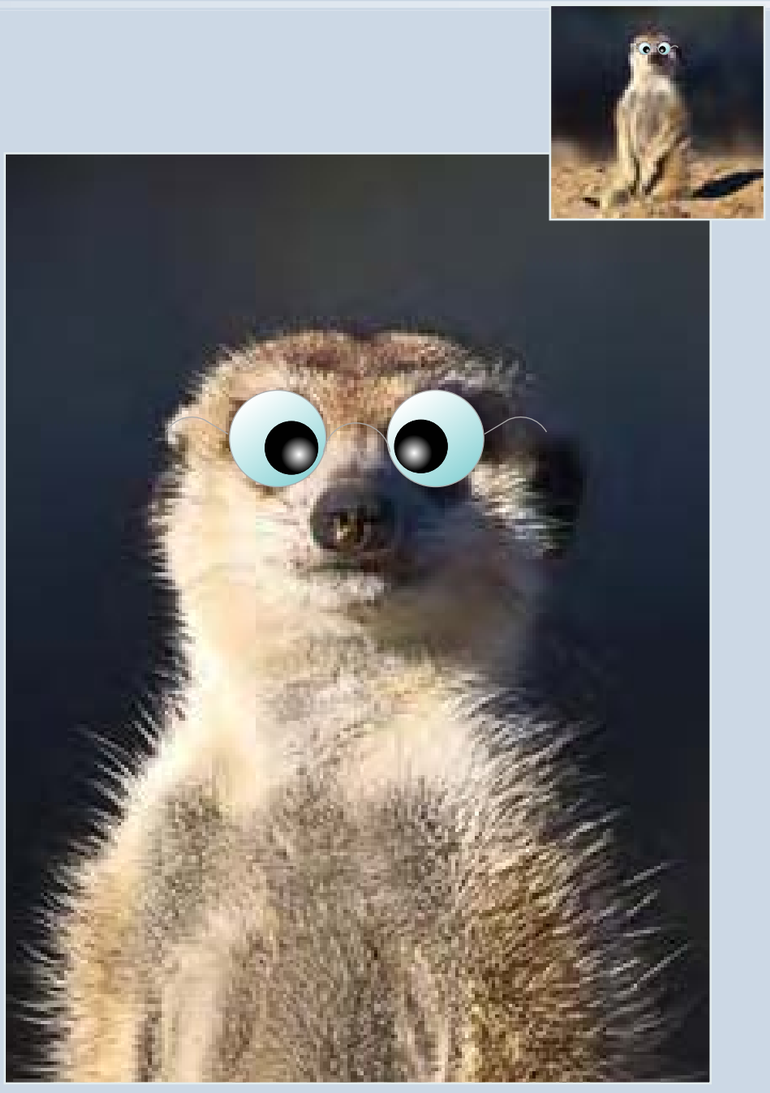
A Marler Haley proof consists of your Artwork printed at a reduced scale to give a roughly (depending on format etc.) A3+ sample. Where we are concerned about any area of the print at its full-size resolution we will print a section at full size to demonstrate the finished result. For our 3x3 and 4x3 Compact system we can supply “3D” Proofs which have the print mounted on a model of the system. This is useful as it allows you to observe the location of copy on the end panels and provides a visual tool for customers to demonstrate how the unit will look to colleagues.

PDF proofing

Portable Document Format proofing is useful for certain applications, for instance checking a last minute amendment but it is not suitable for checking colour. Even if you were using exactly the same computers and monitors as we do, the settings, ambient light etc. will differ.

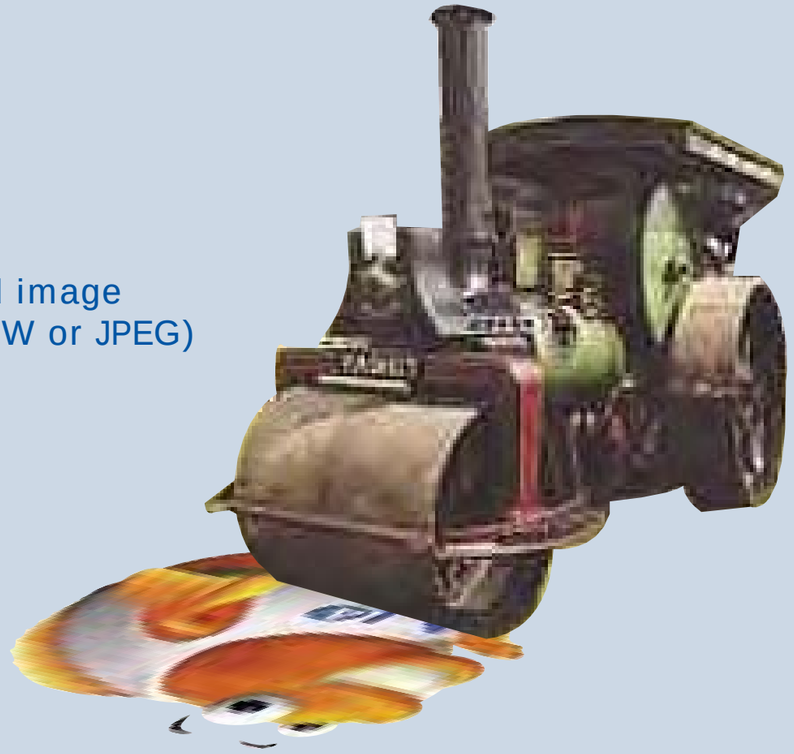
DO'S AND DON'TS

do's and don'ts



Check your scans - every anomaly shows when it's 2 metres tall!

If you have used image compression (LZW or JPEG) please tell us!



Don't embed scans

DO'S AND DON'TS

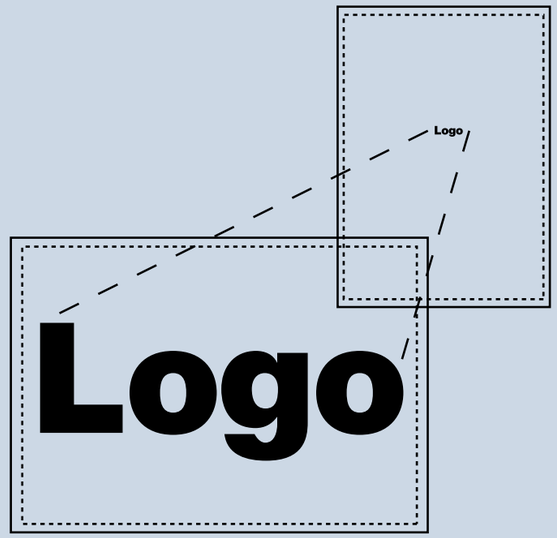
do's and don'ts

Convert

RGB

images to

CMYK



LOGO

Vector files from Illustrator or freehand are not resolution dependant (unless they have placed pixel files in them) and will therefore enlarge almost limitlessly. However, if you create a logo in Illustrator at a small size (say sub A4) when it is printed it may appear as above. Make sure the original in the Illustrator document appears at least A3 in actual size, or go to the header bar menu "File", pull down to "Document Set-up". At the top left it will say "Artboard". Click this and change to "Printing & Export". In the dialog box move output resolution to at least 1200dpi.

Mac

Please format previews etc as Macintosh and don't forget some Windows fonts will not transfer

fonts fonts **fonts** fonts
fonts *fonts* fonts fonts
FONTS fonts fonts fonts
fonts **fonts** fonts fonts

Please don't forget them!

GRAPHICS

graphic specifications

File Formats:
Marler Haley accept file formats in: Quark, Illustrator, Photoshop, Freehand and InDesign.

We do not accept:
Low resolution PDF's, Coral Draw, Word, Excel. Powerpoint and Publisher.

Images and Scans:
The resolution for images and scans need to be no less than 72dpi at the final output size.

Compression:
If possible do not use compression! (eg: LZW or JPEG) If for some reason you need to, please ensure the file name includes LZW or JPEG.

Embedded Images:
All images must be supplied as linked files for Illustrator and Freehand documents.

Embedded images are not acceptable.

RGB to CMYK:
Please ensure all images are supplied in CMYK not RGB.

Colour Matching:
Pantones: If you require us to match a Pantone colour please inform us.
Additional Pantones are chargeable at £25.00 per colour.

Corporate Colours:
Please include any relevant brochures/ letterheads etc. when submitting the artwork.
Special match colours are chargeable at £25.00 per colour.

Fonts:
Please include all fonts when sending the artwork, or create to outline.

Logos:
Please supply logos as Vector files from Illustrator or Freehand. They are not resolution dependent and will therefore enlarge almost limitlessly.

Document set Up:
Please supply all artwork at 1/4 size.

FREQUENTLY ASKED QUESTIONS:
What is the DPI?
DPI stands for Dots Per Inch. It is the amount of dots in a 1 square inch area (ie: 72dpi = 72 dots per square inch)
See graphic Specifications page 3

What size should the artwork be produced at?
At 1/4 of the final size print or 25% of the final print output

Is there an overall measurement for bleed?
Bleed is only required for fabric graphics and is 85mm where PH pockets are needed but all those size are given with the graphic lay outs.

Is there a material that is fire retardant?
We can supply fire retardant for fabrics with certification. This must be in writing on the order. Fire retardant Acrylic exist, (speak to the buyer for more details).

How much to add to graphics if they want it fire retardant?
The price increase by 15% from general pricing as the raw material needs special treatment.

CONTACTS

contacts

Web
www.marlerhaley.co.uk

Email
info@marlerhaley.co.uk
nb: max 4mb file size

FTP
Call for details

Phone
01933 676952
…for all technical enquiries, and to order and track progress.

MARLER | HALEY
60 YEARS OF DISPLAY EXCELLENCE

Display Graphics Things to Know…

We want to streamline this part of your order as much as possible to ensure that your display is created and dispatched quickly and without delay. Often delays come from issues with artwork.

PDF Artwork:
Have you saved your artwork as a PDF? If yes, please send us the original native format that the graphics were created in. This is because PDFs do not incorporate the "preferences", e.g. pantone colour references or fonts .

We can print your artwork from PDF but it will be printed as received and we can accept no responsibility for incorrect colour output and other discrepancies. If you need assistance in creating your artwork, our artworking and graphics team can help! Please call FREEPHONE 0500 888 668.

Uploading:
Rather than emailing very large files, we ask that you upload it to our FTP Artwork Uploader. This facility allows you to upload your artwork without the need for installed FTP software. Once uploaded the system will notify us when you have uploaded your graphics.

Colour Matching:
Do you need us to match your corporate colours? Please post us a hard copy of your leaflet or brochure to arrive the next day. An emailed copy will not be acceptable due to the differences in colour on computer monitors. We can try and match the colours as closely as possible however an exact match cannot be guaranteed due the different print process and substrates used. We do however endeavour to provide this service to ensure your display is perfect for your requirements.

Pantones:
Do you need to match pantone references?
If you can supply your pantones either by telephone or email we can then check if your artwork matches up. Please note, pantone references print out differently on different substrates, and when using different printing processes. If you have a colour that is particularly important and requires specific matching we can do that for you. The first pantone match is free and subsequent ones incur a small charge of £10 each.

We recommend you send us a hard copy of your leaflet or brochure, and you may wish to order a machine-printed proof at £9.50 + VAT (see "Proofing" below).

Fonts:
Do you need us to match fonts?
In many cases PC Fonts can be different to Mac fonts and our graphics department work on Macs. If we do not have the font then we can either match it as closely as possible or there may be a charge for us to purchase your font. Please call us for more details.

Reprints:
Do you need to match previous prints?
Please post us an example of what you'd like us to match in plenty of time. We will do everything we can to match them but cannot guarantee a match in colour or alignment. The more information you can give us, the better.

Proofing:
Do you need a proof? To make use of our Machine proof that checks for colour matching there is a charge of £25 + VAT. This will be added to your order. Approval must be received the day before printing. We can provide a PDF proof to check layout but not colour. This is supplied free of charge but approval must be received the day before printing.

Please note that whilst we will make every effort to ensure your graphics are perfect for you, we cannot be liable if the artwork we are supplied with does not meet the specifications outlined in the set up instructions sent to you previously. Errors, additional costs or a delay to delivery may be incurred.