

## Lets keep things simple....

To ensure you get the perfect finished article simply follow these 5 easy steps for providing the perfect artwork :-

1. Prepare your artwork at 25% of the finished size.  
(e.g. If the finished size is 800mm x 2200mm, create the artwork at 200mm x 550mm)
2. Before saving the file ensure the document is flattened and/or has all pictures embedded within the document.
3. Ensure that all fonts are converted to 'curves' or 'outlines'.
4. Set the document to 300dpi and CMYK (not RGB!).
5. Save your document as a highest quality PDF or EPS file.

PS - If you are sending several artwork files for multiple jobs please ensure that each file is saved as it's own document. (i.e. don't save them altogether as a multipaged document)

Don't forget!

We provide graphics guides for most of our product lines; just look on the relevant product page!

Our artwork motto...

*"You can't make a silk purse out of a sows ear!"...*

We'll bend over backwards for you, but please don't expect us to perform miracles with artwork that isn't up to scratch.

## Need a bit more info?...

### Software applications

We recommend you produce your artwork in Adobe Illustrator, Adobe InDesign, Adobe Photoshop or Quark Express. We can accept files created in other applications but cannot guarantee the results. Please ensure you supply your artwork as an EPS or hi-res PDF (maximum quality). Most applications offer the facility to save artwork in these formats. Please convert all fonts to curves or outlines. If the artwork has been created in a photo package such as Photoshop, please supply your files as CMYK at maximum quality.

### Image resolution

When creating or scanning artwork in preparation for printing, you must ensure that the resolution (DPI) is high enough to produce the desired results. Our preferred resolution is 300dpi. Lower resolutions can be used if the printed matter is to be viewed from a distance. Please ask us first if you are unsure.

### Colour Matching

Please ensure that you notify us of any colours within the job, which are deemed to be critical, as we cannot correct these after your job has been printed. As our printers are all CMYK, if you wish to use Pantone colours in your artwork they will be represented out of CMYK values and in some instances may not be an accurate representation of its Pantone reference. We recommend that we provide you with a machine proof to check against before running your file.

### Fonts

If your software application allows, please turn all fonts used within your artwork to 'curves' or 'outlines', this will eliminate the need for you to provide fonts. If you cannot do this please check that we have the fonts or please supply any fonts used with your artwork.

### Proofs

If possible, please supply a colour inkjet or laser proof with your artwork. Ensure that you mark up any information that is critical e.g. Pantone colours and sizes. If supplying us your artwork electronically, our preferred proof is a PDF. You must notify us in writing of any critical elements, a PDF or Word file is acceptable for this.

### Proofing Options

To our knowledge we are the only large format and display provider to supply miniature machine proofs as standard.

For all orders over £100 we supply as standard a FREE miniature proof, which will be printed directly from the large format press that the job will eventually be printed on. The only exception to this would be if your deadline is too tight to allow the additional time for a proof.

For all orders under £100 a proof is optional and if requested is charged at an additional charge of £15.00.

All proofs are sent by 1st Class Royal Mail unless requested otherwise, in which case an additional charge will be incurred.

**IMPORTANT** - If your order is below £100 or you request us to commence production of your order without a mini proof, you then agree to the following term and condition - "If you are happy for us to proceed without a proof then you are agreeing that The Show Store is not liable in the event of any omissions, colour issues or errors in respect of the printed matter and our money back guarantee will NOT apply."

## Frequently Asked Questions

Q. Will the printed colours match my monitor?

A. No. All monitors will display different colour values, only calibrated monitors will represent colours accurately. You should try to match your monitor and colour printer values to enable you to balance your digital files. The best way to achieve colours accurately is to input colour values within your file that have been selected from Pantone to CMYK Pantone reference guide or if working purely in CMYK from a tint matching chart.

Q. At what size do we need to prepare artwork?

A. Ideally we would like the artwork to be produced between 25% to 50% of the finished size. The further away the 'viewer' will be from the printed file the lower the resolution, for example: If the file is to produce a large graphic viewed from distance the artwork size and resolution of picture files can be a lot lower than a graphic viewed from one metre. As rule of thumb the picture size needs to be no more than 150dpi but you can go higher, but no more than 300dpi. If in doubt please call for advice.

Q. Do you accept files in an RGB format?

A. No, as all of our printers work with CMYK inks and outputting RGB file can produce unpredictable results. We can convert these files for you if you wish to supply artwork in an RGB format, but there will be additional costs for carrying out this work charged at £60/hour or part thereof from a minimum charge of £15. You will also be charged for a machine proof for your approval (see 'Proofing Options').

Q. What elements of my artwork do you check before production?

A. We check your artwork more thoroughly than any other supplier in the UK. This includes size, quality of files, image resolution, crop marks, bleed, CMYK and spot colours HOWEVER please be aware it is impossible for us to check any elements of a job that we have no prior knowledge of. These issues include, fit between panels, potential colour issues or missing design elements (this list is not exhaustive) UNLESS you make it clear to us before hand of any worries or concerns you may have. We can do many things but mind reading is not one of them!

### Supplying Artwork

You can supply artwork to us as follows:

Upload to: <https://www.transferbigfiles.com/dropbox/theshowstore>

By email to: [studio@theshowstore.co.uk](mailto:studio@theshowstore.co.uk)

### Money Back Satisfaction Guarantee Details

We always check your artwork before outputting and production. If we are unhappy with the quality for any reason we will contact you and explain the issues. If you are happy for us to proceed without new artwork then our money back satisfaction guarantee will not be valid.

If you are unhappy with the finished results of your order for any reason, we will either refund or reprint the order for you within 30 days of receipt. However please note that we will only reprint from the original file and NOT any replacement files supplied to us.