

Digital Artwork Guide

To ensure optimal quality with the fastest turn around please adhere to our guidelines documented below. Setting up your graphics correctly can help to ensure that your order arrives on time.

File Formats

We aim to work solely with high resolution PDFs. These files are proven to give the most accurate output. Do not export crop marks, colour bars or page information. This information is not required thank you. We also accept native Adobe® files from Illustrator® and Photoshop® (PSD / PSB / TIF / JPEG / EPS / AI) Low resolution visuals are required for reference purposes. We **DO NOT** accept non Adobe® based files.

Supplying Artwork

- **Email** - info@bobcatdigital.co.uk - files no larger than 10mb. Email a link from 'wetransfer' or equivalent for us to download.
- **Drop Box** - Download the application and we will email you an invitation to your own unique artwork folder.
- **USB Flash Drive**.

Fonts

Outline all fonts and also supply us with the fonts used in your artwork.

Colours

If colour matching is required please provide us with a 'Pantone Coated®' (PMS) reference. Alternatively provide us with a printed sample to match to or RAL colour. For a rich black please set all black values to CMYK 40/40/40/100. Backlit black to 75/70/55/100. White Ink - Set up a custom spot colour in illustrator called '**WHITE**'.

Bleed

Please provide 10mm bleed around your artwork for large banners. 3mm for boards and vinyl.

Fabrics must be supplied with a minimum of 25mm all round each artwork to allow for shrinkage.

Cut Paths

If your artwork requires contour cutting to shape please provide a vectored cut path that is stroked with a custom spot colour called '**CUTTER**'.

Image Quality and resolution

Take care to ensure that your artwork is created at the correct resolution for it's finished print size. Please see the guide below.

A4/A5 - 300dpi **A2/A3** - 200 dpi **A1/A0** - 150 dpi
Banners 3000mm (w) x 1000mm (h) and larger 100dpi.
If you find your artwork is too large to save or send you can usually afford to drop the resolution. Vectored artwork may be blown up to any size without loss in quality. Beware of the quality of any linked images. Supply all images in a folder clearly marked 'Images' or 'Links'. We will check them for you if necessary.

Scaling - Please provide artwork at one of the following scales and inform us which you have used.
100% - 50% - 25% - 10%

Bear in mind how the image quality changes when scaling artwork. For example, if you create your artwork at quarter size (25% scale) with a resolution of 300dpi the final print size will be 75dpi, four times less.

Low resolution jpegs downloaded from the internet are not usually of an acceptable quality for digital print.

If you would like to discuss a project prior to the design stage, we suggest a quick call to a member of our studio team on **01908 889049**.

Exhibition Board Sizes (Continuous Artwork No Bars)

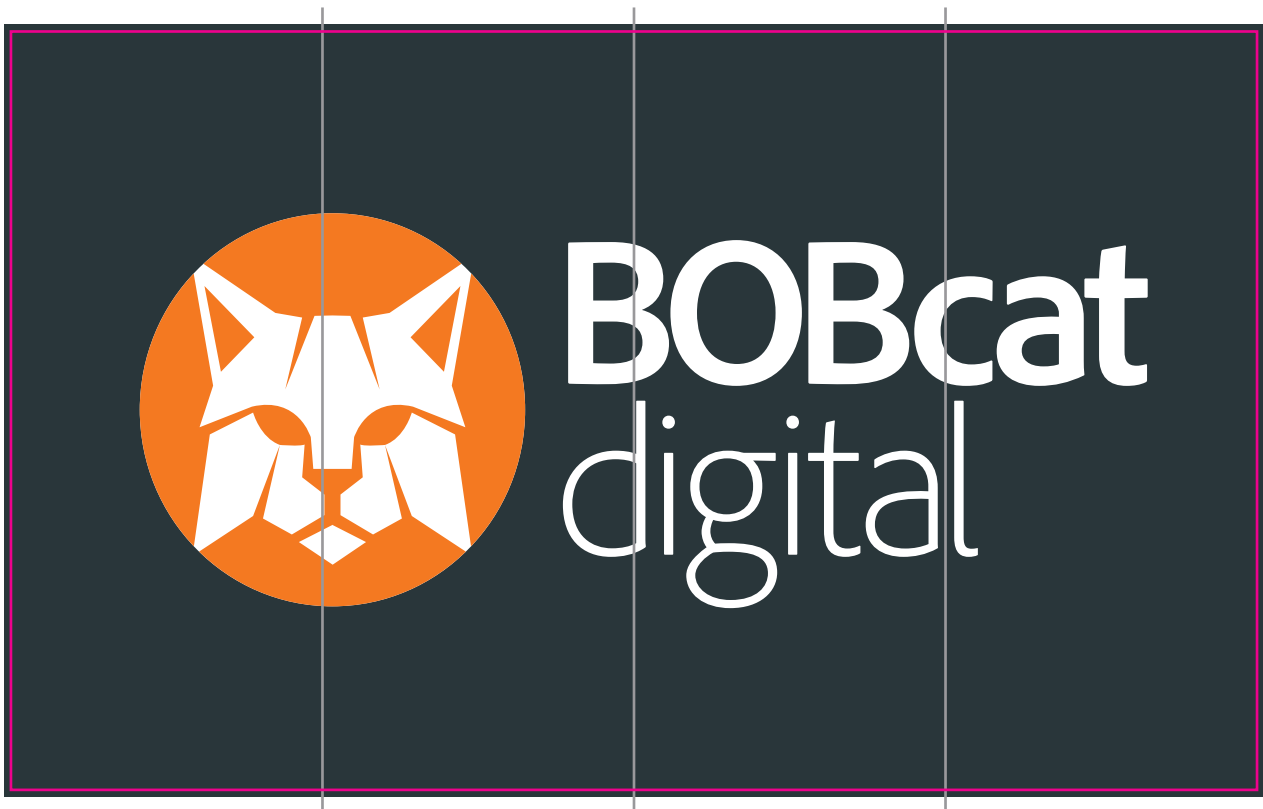
| | | |
|----------|---|----------------|
| 1 Panel | = | 990 x 2400mm |
| 2 Panels | = | 1980 x 2400mm |
| 3 Panels | = | 2,970 x 2400mm |
| 4 Panels | = | 3,960 x 2400mm |
| 5 Panels | = | 4,950 x 2400mm |
| 6 Panels | = | 5,940 x 2400mm |

If the artwork requirements are larger than 6 panels please supply as two artwork files for example: 2 x 4 Panels etc.

When supplying artwork in these formats it is preferred for the artwork to not be seperated into each panel. The BOBcat Digital design team will "Tile" to the correct quantity of panels and sent an artwork proof for this.

All artwork must have 5mm "Bleed" on all sides (10mm extra overall on both dimensions)

Please see an example below;



Pink Line = Final Cut Size (Any artwork past this line will be "bleed")

Grey Line = Tiling Lines

Exhibition Infill Board Sizes (Bars Between Panels)

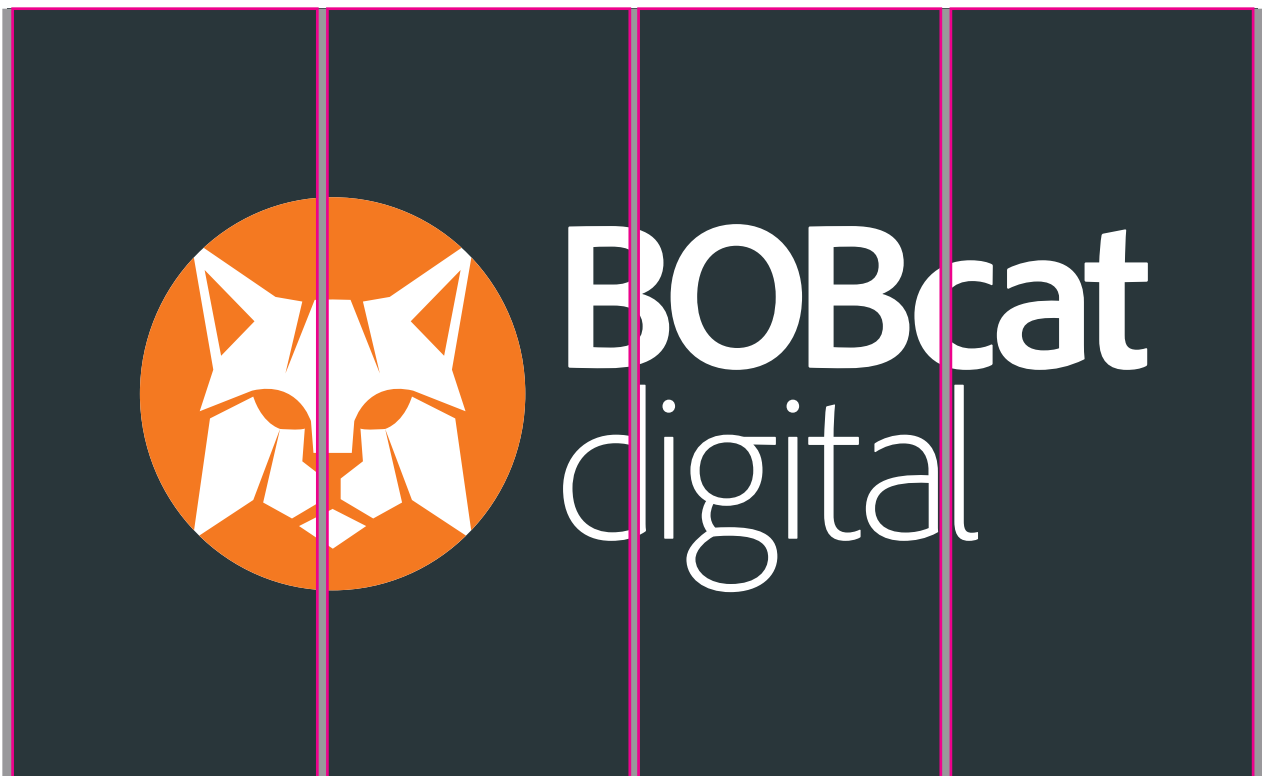
| | | |
|----------|---|--------------------|
| 1 Panels | = | 1 x (950 x 2340mm) |
| 2 Panels | = | 2 x (950 x 2340mm) |
| 3 Panels | = | 3 x (950 x 2340mm) |
| 4 Panels | = | 4 x (950 x 2340mm) |
| 5 Panels | = | 5 x (950 x 2340mm) |
| 6 Panels | = | 6 x (950 x 2340mm) |

When supplying artwork in these formats it is preferred for the artwork to be separated into each panel.

As each panel will be placed into the recess between the bars of the Shell Scheme.

All artwork must have 5mm "Bleed" on all sides (10mm extra overall on both dimensions)

Please see an example below;



Pink Line = Final Cut Size (Any artwork past this line will be "bleed")

Grey Line = The metal bars of the Shell Scheme where artwork will not be visible