

- 1. DOCUMENT SIZE** Your 'Document Setup' size must be set to the actual finished size of your job. If your document size is too large you can scale your document to either half or quarter size.
- 2. BLEED** This should be set to 12mm if working at 100% scale, 6mm at 50%, or 3mm if working at 25% (there may be exceptions to this that are dictated by the large range of items we produce - ie. tension fabrics always require 14mm bleed). Bleed should simply be extended beyond the document page size that you are working on, and not added on to your document's dimensions (this will then allow accurate crop marks to be generated from within the application used).
- 3. RESOLUTION** For best results ensure your files are high enough resolution. The minimum quality we consider acceptable is 100dpi at 100% which would equate to 400dpi when working at 25% scale. (Please note that images taken from the internet are generally not high enough quality).
- 4. COLOUR** Please convert any Pantone colours used to CMYK process.
- 5. CREATING PDF FILES** Always input bleed values and select crop marks (BLEED MARKS, REGISTRATION MARKS AND COLOUR BARS ARE NOT REQUIRED). 'Offset' should be set to the same amount as your bleed. Ensure you have saved your PDF as 'Press Quality' or better and that fonts are embedded.
- 6. OTHER FILE TYPES** We can also accept artwork files when provided as Adobe Illustrator, Adobe InDesign, Adobe Photoshop (see resolution note 3 above), TIFF, EPS and JPEG (again see note 3 above). Ensure that any support image files linked to your artwork are also supplied.
- 7. SUPPLYING ARTWORK** For smaller file sizes please send to studio@thedisplaylink.co.uk. Upload larger files to WeTransfer, Dropbox, or any other file sharing service and send us the link.
- 8. CUTTING PATHS FOR MACHINE CUT PRINTED ITEMS** Please ensure that any cut paths are supplied as vector line work. The cutting path should be created as a spot colour and the 'Swatch Name' should be changed to 'cutter'. The cutting path should be included in your artwork file to be printed (not supplied as a separate file).



VECTOR VS BITMAP - USEFUL INFORMATION

ENLARGED VECTOR

Clean and crisp: scale up as large as you want since vector images are resolution independent.

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VECTOR IMAGES are composed of paths.



ENLARGED BITMAP

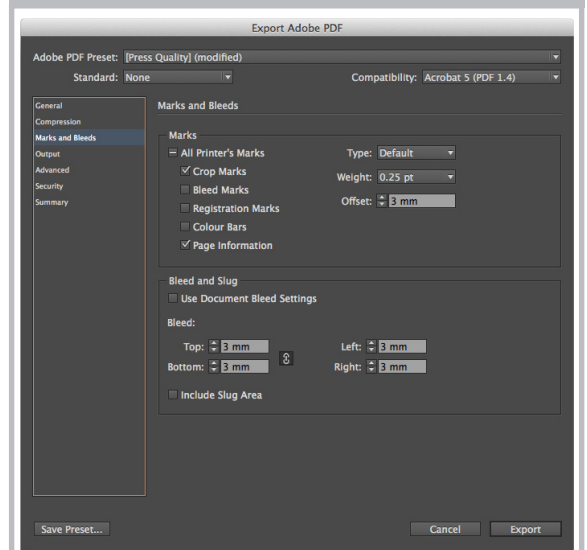
Pixelated and blurry: the more you scale up, the more blurry it becomes.

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BITMAP IMAGES are composed of pixels.



PDF MARKS & BLEED GUIDE



Artwork guidelines and templates are available on our website www.thedisplaylink.co.uk for most items.

If you have a bespoke job we can supply you with a template for you to work from.