

Additional information on the above formats:

- All images MUST be supplied as CMYK and not RGB. Ensure all spot colours are named using PANTONE references.
- For bitmap graphics/images (PSD, JPEG, etc.) a minimum of 72ppi (pixels per inch) at finished size is required for digital printing.
- When saving JPEG images, use the maximum quality compression setting available.
- Ensure any fonts used are converted to outlines (paths) or embedded in the file eg. PDF/EPS. Alternatively, please supply the font files used.
- Illustrator templates for various products are available on request.
- Any artwork provided will be checked by us and a proof copy returned for approval before print production.

Big Eye Branding will determine the usability of any artwork received and will inform you of any difficulties at the earliest opportunity to allow you time to resubmit usable artwork.



Information on sending artwork:

- When artwork exceeds 10mb, we can receive artwork via FTP (File Transfer Protocol), email or on CD/DVD.
- FTP login detail are on request. Please email ann@expandesign.net - we recommend downloading the ftp application named Filezilla. Click here: <http://filezilla-project.org/>
- Email attachment size limit is 10Mb.

Any questions regarding artwork please contact Roger or Matthew Fitzsimons.

ARTWORK GUIDELINES



bigeye
branding
Branding for Africa

Templates

- Please use our official template files.
- Most of our templates are print size but some are scaled down to 50% scale due to the limitations of the DTP programs.
- Please do not scale or alter these templates.

File types

- We work in the following applications :
 - Adobe Illustrator
 - Adobe Photoshop
 - Freehand
- MAC files are generally more workable than PC files. If CorelDraw has been used it is best to supply the Coreldraw document as well as a PDF file and an Adobe Illustrator version 7 file.
- Linking Files : Always link, never embed. Provide all linked files as separate JPEG files with layout files (vector files).

Colour

- Proof required : Please send a GIF / JPEG / PDF file or a colour printout which we can proof your artwork against. It is best to provide a postscript colour printout to ensure accuracy.
- Pantone Colours : For accurate colour matching use Pantones for corporate colours. We have the following Pantone matching swatch books coated / uncoated / matte.
- All desired colours need to be specified. Do not use generic colours such as "green" from Adobe Illustrator or CorelDraw. Convert all to CMYK or Pantone colours. Exact colour matches are not always possible. Any solid colour artwork must have pantones as this may be sent to silkscreen instead of digitally printing.
- CMYK Colours : We don't promote the use of CMYK colours unless the colour breakdown is from a Colour Matching book such as the "Postscript Process Colour Guide" from AGFA. Please understand that there may be colour variations & that the finished banners cannot be rejected on the basis of the colour being wrong.
- Please note that due to the nature of digital printing, we cannot print gold or fluorescent pantones. Below is a list of the metallic & fluorescent pantones which we cannot print:

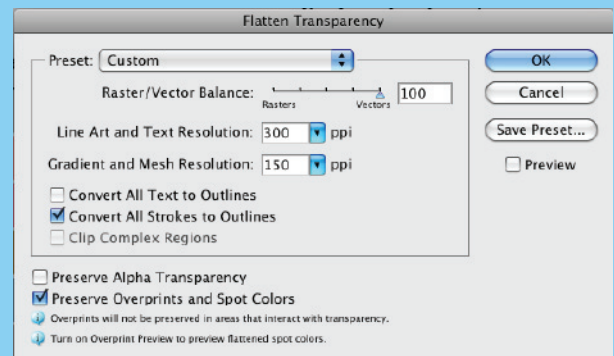
PANTONE 801	PANTONE 802	PANTONE 803	PANTONE 804	PANTONE 805	PANTONE 806	PANTONE 807
PANTONE 808	PANTONE 809	PANTONE 810	PANTONE 811	PANTONE 812	PANTONE 813	PANTONE 814
PANTONE 871	PANTONE 872	PANTONE 873	PANTONE 874	PANTONE 875	PANTONE 876	PANTONE 877
PANTONE 8003	PANTONE 8021	PANTONE 8062	PANTONE 8100	PANTONE 8201	PANTONE 8281	PANTONE 8321

- Below is a list of alternative gold and silver colours which print satisfactorily :

GOLD 1 22m 100y 25k	GOLD 2 19m 100y 19k	GOLD 3 16c 20m 100y 25k	GOLD 4 60c 65m 100y	GOLD 5 38m 100y 25k
SILVER 1 4c 15k	SILVER 2 6c 25k	SILVER 3 6c 34k	SILVER 4 11k	SILVER 5 6c 4y 23k

Scans / Raster images / Placed images

- Scans/raster images must be created at a resolution of at least 72ppi at 100% print size or at a maximum of 100ppi at 100% print size.
- Scans - colour : Convert to CMYK or Grayscale unless the file is a raster EPS that contains pantones.
- If you are sending complicated artwork that has already been created as a layered Photoshop PSD file, then please send that file with a maximum of 5 layers @ a resolution of 72ppi so that we can alter if necessary for colour-matching.
- EPS : Never place an EPS within another EPS.
- PSD : Please do not place PSD files in Illustrator or any other layout program. The images distort in the printing process.
- GIFs do not have a high enough resolution for banners.
- JPEGs with file sizes smaller than 20mb are not usually suitable for banners where the image is to cover the entire background of the banner due to their low resolution.
- Please DO NOT flatten the template markings on to the artwork. These markings are for reference only. Artwork can however be cut and pasted into the outside line (bleed line) of the template.
- Scan manipulation : Do not scale, rotate or clip in Layout program eg: Illustrator / Freehand / CorelDraw.
- Flattening transparencies : please use the settings below :



Vector artwork

- Please do not supply raster/scanned artwork for logos/artwork that would have been created as vectored illustrations. Typographic logos and related images need to be saved as outlines in the vectored format to ensure optimum print quality.
- Fonts : Please convert to paths/curves/outlines.
- Line thickness : never use hairlines, use a minimum 3 mm.
- There needs to be enough Bleed as indicated in the templates. 20mm - 80mm depending on the product (PLAIN Banners must have 60mm all round)