



HARRISON

FLAGPOLES | EDS | CREATIVE

ARTWORK SETUP GUIDELINES

WWW.WEAREHARRISONS.COM

**WE HAVE CREATED A
HANDY ARTWORK GUIDE
TO HELP SPEED UP THE
WHOLE PROCESS. WE HAVE
INCLUDED SOME OF THE MOST
COMMON ISSUES THAT CAN BE
ENCOUNTERED WHEN SETTING
UP ARTWORK FOR PRINT.**

Sleeve Area

Any important text based information should not enter into the sleeve area. There is a possibility that this could become distorted in production.

Images can enter the sleeve area.



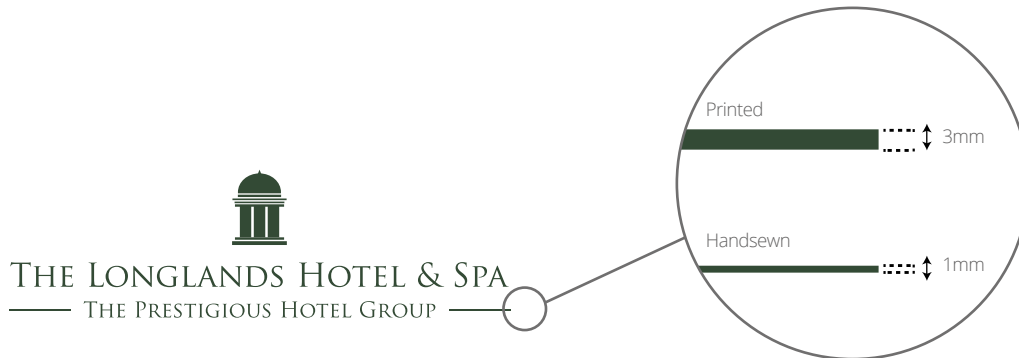
Text should not enter the sleeve area.



Detail

To ensure all elements within a design reproduce as intended, the width of any elements should not be below 3mm width and height to ensure legibility when printed.

Elements within a hand-sewn design should not be below 1mm width and height.



Vector vs Raster (Image)

Vector files should always be supplied where possible; these files can be scaled to any size without losing quality. Vector files are created in software such as Adobe Illustrator (Ai) or similar, and they are made up of separate elements (usually called shapes).

Raster files (images) are made up pixels, if you require a photograph to be printed, then raster files are required, in this case, the PPI of the image should be considered for the best results (more information can be found on this on the next page. Increasing a small raster file will lead to a poor quality print. Placing a raster file into a vector programme will not convert the raster file into vector.

Images

Image files should be supplied at the standard print resolution of 300ppi. Images supplied at lower resolutions begin to pixelate when enlarged. Care should be taken when using images from the web (these tend to be compressed and lower in quality).

300ppi - Standard Print Resolution 100%



72ppi - Standard Screen (Web) Resolution 100%



Colour Management

CMYK references should be provided and any file containing CMYK values will be printed as file supplied. Pantone references should be given if a colour match is required. This should be highlighted in the production stage.

There are complications in print production and the following should be considered:

Our digital flag printer prints using CMYK, therefore any files supplied with Pantones® embedded, will be converted to CMYK at printing stage. Please be aware that some Pantones® do not have an exact CMYK equivalent. Pantones® are accepted and should be highlighted if a colour match is required.

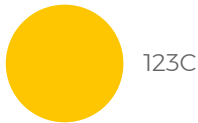
Digitally printed gradients and transparencies may reproduce unpredictably due to print complications in PDFs. We would always advise against using transparencies in your artwork.

It should be noted that the same colour (on screen) will print differently across different substrates. We see a shift in colour due to the material type and how that material reflects light. For example, printing the same colour red onto polyester and PVC; polyester will give a more subdued colour and PVC will give a shinier finish.

If you regularly get your flags reprinted year after year, a slight change in colour should be expected. Due to the high volumes of print going through our printer, the heads occasionally need to be replaced, therefore a slight variation may occur.

Files for print production should always be created in CMYK. If files are supplied in another format such as RGB, unexpected results may occur once printed. RGB is made up of colours intended for on screen and web use. CMYK is made up of colours for print production.

Pantone



CMYK



Outlining Fonts

When supplying print ready artwork files, please ensure that font characters have been converted into paths/shapes. If using Adobe Illustrator, this can be found within the 'Type' menu under 'Create Outlines'.

Editable Text

CREATE OUTLINES

Outlined Fonts

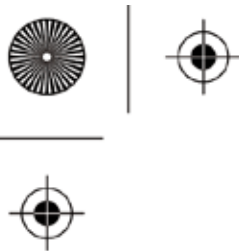
CREATE OUTLINES

Bleed and Crop Marks

Artwork should be supplied set up to full size where possible. 20mm bleed may be added around the edge however this isn't essential. We can do this for you at production stage; different products have different bleed requirements.

Please **do not** supply your artwork with crop marks. The bleed is printed and folded, rather than cut off, as this is used for a hem on flags. Therefore crop marks may become visible on your finished design. If we have to remove crop marks at this end, opening artwork files can lead to corruption and elements may become misplaced.

Crop Marks

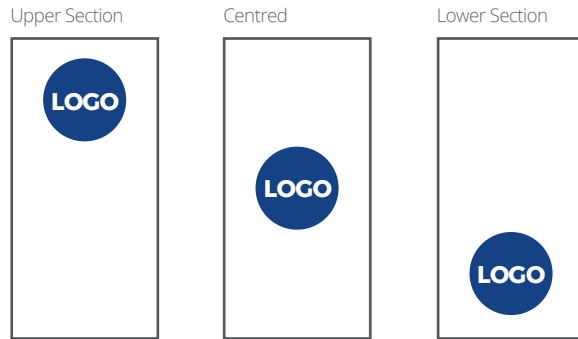


General Layout

Our in house studio team can create artwork at a cost of £45 per hour. Basic artwork creations can be produced at a lower rate. Please check with our sales team for a cost. If you are producing your own artwork, some basic considerations are outlined below.

Orientations

Orientation can be either landscape or portrait. The most common logo placements are in the upper section, centred or the lower section.



Proportion

Describing adjustments of scale by percentage results in a more accurate final result.



Font & Type Orientation

Fonts can be split into two different styles:

Sans Serif - Type without decoration.

Serif - Type with decoration.

	Bold	Regular
Sans Serif	A	A
Serif	A	A

Your Complete Artwork Checklist

Resolution

Artwork supplied in image format should be at least 300ppi CMYK and saved at no less than 30% of the final production size.

Colours

Files containing CMYK values will be printed as file and we cannot accept any responsibility for colour reproduction. We encourage clients to supply samples when a specific match is required. Pantones® should also be used as references where possible if you require a close match.

Transparencies

Do not use transparency to alter colour saturation. Instead, choose a solid colour. Altering the transparency will allow objects and colour to come through giving unpredictable print results.

Supplying Files & File Formats

All print files should be saved as CMYK.

Adobe Illustrator Ai / EPS: Please ensure any placed images are embedded or supplied and fonts have been outlined or supplied.

PDF: Please ensure the file is saved without any image compression, down-sampled images within the document will re-produce at a low quality.

Adobe InDesign: Please ensure all artwork files and fonts contained with the layout are packaged and supplied.

JPG / PNG / TIFF: All should be supplied as 300ppi.

Corel Draw: This format is not preferred, please export any files as .EPS and ensure the fonts are outlined.

Fonts

Where fonts are used, please ensure they are outlined or included as either .ttf or .otf.

Delivery of Files

Files under 10mb can be emailed directly to our sales team at sales@weareharrisons.com. Larger files can be transferred using various free transfer sites such as www.wetransfer.com. Alternatively artwork is accepted on a memory stick or posted to our office address.

Bleed

You may add 20mm bleed all around on print files. This is not a necessity.

Crop Marks

Please do not add crop marks to any print files.



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