

## Guidelines for graphic

It is important that the artwork for your graphics is sent to us on or before the deadline so that they are produced in time for the exhibition. If we receive the artwork after deadline, there will be an added 'Late Fee'. This fee is to cover the overtime and/or express fees etc., added onto our order by our suppliers. Any artwork that is provided different to the below will be rejected by our suppliers which can cause longer delivery times. If you need help with supplying your artwork, please contact your project manager.

Below you will find information how your artwork should be delivered to us to prevent delays in pre-press.

### Standard PVC Prints, Forex – Square or rectangular graphics

- Save colour profile to Fogra 39 for CMYK or Adobe RGB 1988 for RGB
- Any images in the print? Minimum image size 100-150dpi at 1:1 scale
- Name the file and write in the final dimensions of the graphic (W x H), e.g. "wallgraphicA\_500x1500.pdf"
- Convert any fonts or text to outlines
- 5-10mm bleed around document edge
- Add crop marks
- We prefer print ready PDFs for quick viewing by our project managers
- Save your files at 1:1 scale if possible
- If the document is setup to less than 100% scale), please note this in file name, e.g. "bannerA\_50%\_500x6250mm.pdf"

### Shape cut Forex prints – Curved, circular, shaped graphics

- Save colour profile to Fogra 39 for CMYK or Adobe RGB 1988 for RGB
- Any images in the print? Minimum image size 100-150dpi at 1:1 scale
- Name the file and write in the final dimensions of the graphic (W x H), e.g. "wallgraphicA\_500x1500.pdf"
- Convert any fonts or text to outlines
- 5-10mm bleed around shape/logos edge
- 100% Magenta cutline around the final shape you want the machine to cut out
- We prefer print ready PDFs for quick viewing by our project managers
- Save your files at 1:1 scale if possible
- If document is setup to less than 100% scale, please note this in file name, e.g. "bannerA\_50%\_500x6250mm.pdf"

### Printed foil (Square or rectangular graphics)

- Save colour profile to Fogra 39 for CMYK or Adobe RGB 1988 for RGB
- Any images in the print? Minimum image size 100-150dpi at 1:1 scale
- Name the file and write in the final dimensions of the graphic (W x H), e.g. "wallgraphicA\_500x1500.pdf"
- Convert any fonts or text to outlines
- 5-10mm bleed around document edge
- Add crop marks
- We prefer print ready PDFs for quick viewing by our project managers
- Save your files at 1:1 scale if possible
- If document is setup to less than 100% scale, write this in file name, e.g. "bannerA\_50%\_500x6250mm.pdf"

### Print and cut foil text/logos/images – Curved, circular, shaped

- Save colour profile to Fogra 39 for CMYK or Adobe RGB 1988 for RGB
- Any images in the print? Minimum image size 100-150dpi at 1:1 scale
- Name the file and write in the final dimensions of the graphic (W x H), e.g. “wallgraphicA\_500x1500.pdf”
- Convert fonts or text to outlines
- 5-10mm bleed around shape/text/logos edge
- 100% Magenta cutline around shape/text/logo that client wants the machine to cut out
- We prefer print ready PDFs for quick viewing by project managers
- Save your files at 1:1 scale if possible
- If document is setup to less than 100% scale, write this in file name, e.g. “bannerA\_50%\_500x6250mm.pdf”
- If the artwork is text only. Client can draw a bleed of colour (a box) around the text in the colour the text needs to be. Text outline can just be 100% magenta

### Fabric print with rubber lists or fabric banners

- Save colour profile to Fogra 39 for CMYK or Adobe RGB 1988 for RGB
- Any images in the print? Minimum image size 100-150dpi at 1:1 scale
- Name the file and write in the final dimensions of the graphic (W x H)
- Convert fonts or text to outlines
- No bleed
- No crop marks
- We prefer print ready PDFs for quick viewing by our project managers
- Save your files at 1:1 scale if possible
- If document is setup to less than 100% scale, write this in file name,, e.g. “bannerA\_50%\_500x6250mm.pdf”

### Changes in material, proofing texts and/or graphics

We can make any changes or create your artwork ourselves, but this incurs a fee of 750sek an hour for pre-press corrections and 750sek an hour for graphic design work, with a minimum 1-hour charge.

When we receive the graphic files, we check that each one is the correct size and has its cutmarks and bleed as a standard procedure. If you wish for us to proof-read all texts or require further proofing of the graphics, (for example if the image files are of useable quality/resolution) then we charge 850:- per graphic. Please contact us about this service in good time, so that we can check and proceed with any potential changes before the deadline.

### Questions

If you have any questions regarding artwork or graphics, please contact your project manager at Malmö Mäss-Service.