

cypher FACT SHEET



ARTWORK PREPARATION FOR LARGE FORMAT PRINT

Setting up your files for large format print

Please pay particular attention to the following guidelines. We specialise in fast turnaround high quality large format digital print and can only achieve this if your files are set up correctly. Anything that is not to our specifications can always be sorted out, but may take extra time meaning that any deadline agreed to, would be missed and you may incur extra costs. If you are unclear on any of these points or have any other queries then please contact us for further details. *Please note we do not charge for advice when setting up files, and it may save you time and extra costs later.*

Your Order Always provide a written order (email, fax or post) clearly stating your requirements and refer to any quote number you may have been given. Always include a proof print (inkjet or laser ideally, or a PDF with embedded fonts as a last resort) for us to check against. *Without your proof we accept no responsibility for missing fonts, pictures or other variations as we will only be able to print what we anticipate as being the correct version.*

Proofs We always recommend that you order a colour accurate large format press proof to check before we print your final job. If your deadline or budget does not allow for one then please be aware that we accept no responsibility for any colour accuracy variations to what you may have expected. *Allow approximately 1-2 working days extra for proofs plus your approval time.*

Artwork On Disk Quark Xpress or Adobe InDesign are the current graphics industry standards and our preferred choice for fast turnaround work. Freehand, Illustrator and Coreldraw files are acceptable only if saved in .EPS format. Photoshop or similar files and digital photos should be saved as .TIF.

We also accept Adobe Acrobat PDF format files - this is the best method for Pagemaker, Microsoft Word or Publisher files. However it is imperative that you create these as press optimised with bleed, cropmarks, fonts embedded and follow our imported photos guidelines, as faults in PDF's cannot be easily fixed later in production if you get it wrong.

We can also accept other files and formats, but please ring and check first if timescales are critical as they take longer.

Page Setup All files supplied must be on the correct size page for the print process required - **this is quarter (25%) of the final size for the majority of large format poster prints.** For ultra large prints we may ask you to provide artwork at 1/10 size (10%). This is because most software packages will not let you actually create 100% or 'same size' files at the sizes we can print. You will be charged if we have to resize files. Unless previously advised DO NOT impose your files in any way. Digital print workflows operate in totally different ways to normal print, so we always setup and impose your documents within the price quoted. If your artwork requires 'bleed' (ie if it extends off the edge of your page) you must allow at least 3mm. We also recommend that any text is kept at least 10mm away from the edge of the page. Finally, documents comprising more than one page must always be supplied in one file with no blank pages.

Photos Photographic images should be supplied as 300dpi CMYK (600dpi recommended if any small text) .TIF files with LZW off, and placed into a quarter sized final document at 100%. Any images with clipping paths should be saved as EPS - NB avoid Quark clipping paths as they can cause unpredictable results. JPG files are accepted only when transferring files via the internet.

Digital Camera Images Unless your images conform to our 'photos' standards as above ie they can be placed in a quarter size document at 300dpi then they will not be good enough quality for large format prints. Never enlarge image resolutions beyond their original size - you cannot put in what was not there in the first place.

If in any doubt please request a 'colour proof'

Imported Graphics Should be in .EPS format with fonts converted to paths or curves. Importing .AI and .PSD into InDesign although possible can produce unpredictable results. Never copy and paste graphics from other programs especially Powerpoint, Excel, Word or Clipart. Please note that Word art is a low resolution format and almost never prints well.

Exhibition Stands For exhibition stand designs that cover more than one panel (eg Popup stands) set Quark Xpress or InDesign documents up as 'spreads', DO NOT supply as one 'big' page. If you do not have Quark Xpress or InDesign and can only supply a .TIF or .EPS then these are the exceptions to this rule and must be provided as one 'big' page with cropmarks drawn on clearly and bleed all round. Avoid characters and fine graphics which cross panel gaps as we cannot guarantee that these will always line up accurately.

Digital Print Limitations Due to the print processes used in digital technology we recommend you avoid using flat tints of 15% or less, as these can sometimes print with a marbled or mottled effect. Also as with traditional litho printing try to limit large expanses of any flat colour: - textured areas or Photoshop effects will always print much better. In fact we suggest being as adventurous as possible for the most dramatic results. Graduations must always have a suitable range such as 10% to 100% not 10% to 25%. Avoid Quark Xpress blends as they are known to cause banding - instead create blends in Photoshop and save as CMYK TIF. For a Rich black use 50%C 100%K.

Colour & Colour Matching Make sure all colours in your document are specified as CMYK. If you have used spot colours in your design process you must convert them to CMYK. This includes imported .EPS graphics from Illustrator and Freehand and duotone photos. Please remember that Pantone colours cannot be accurately reproduced in CMYK, so if it is important that you try and match a Pantone colour then request a Colour Proof. NB It is impossible to guarantee that the colours of large format prints will match previously printed work due to changes in materials and processes, plus the fact that display panels used in high UV environments may fade slightly. If your requirements will include future updates of single panels within a set, we suggest you create a design which does not rely on a panel to panel colour match eg use a contrasting colour. If in any doubt always order a colour accurate proof first for checking.

CYPHER DIGITAL IMAGING LTD

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Fonts Only use legitimate PostScript fonts (never TrueType unless absolutely unavoidable), include both printer and screen fonts on your disk. If you must use TrueType then if possible convert them to paths/curves to avoid any potential problems.
Do not use bold, italic or other type options from the menu bar; use the correct bold or italic fonts.

Prices and Payment Terms As we are primarily a trade supplier our prices Do Not Include VAT. We have a minimum charge of £8.75 for any artwork or amendments to files. All work must be paid for on collection or prior to delivery unless a credit account has already been applied for and opened. We reserve the right to amend any of these prices at any time in line with costs of raw materials. All goods and services remain the property of Cypher until paid for in full.

Delivery Terms It is the customers responsibility to check all goods delivered by carrier. If ANY sign of damage is found however slight, you must sign and mark the delivery note 'Damaged' and report to us within 24hrs of delivery. If the delivery note has been signed in any other way you waive all right to claim for any repair or replacement for goods damaged in transit.

This is particularly important for large format panels, especially those mounted on boards and stretched canvases. These are produced typically as custom 'one offs' and because of their size and the fact that they can be difficult to handle can be susceptible to damage in transit. The slightest mark or scratch may mean that the panels are not 100% and are possibly then not acceptable.

They leave us in 100% condition which is how you should receive them. It is your responsibility to check them on arrival. If there is damage in transit and you have signed for as 'damaged' a claim will be made to our carriers and we will replace the panels immediately. If you have signed for them as 'accepted in good condition' you will have waived your right to claim as we must adhere to the terms of our carriers to be covered by insurance in these circumstances.

Delivery Times Although we will make every effort to meet advised delivery times, we will not be liable for any loss to the Customer contingent on any such delivery not being met. Especially in cases where third parties eg. carriers are involved. Neither will any such failure to meet a delivery date constitute a breach of contract on our part.

Claims Advice of damage, delay, partial loss or non delivery of goods in transit must be notified in writing to us within three days of delivery.

Any claims regarding faults or incorrect output must be made in writing to us within seven days of delivery and the work in question must be returned to us for examination. We shall not be liable in respect of any claim unless the above requirements have been complied with.

Paper Sizes and Finishing Maximum image size in one piece: 2 metres x 15 metres approx. depending on substrate Larger images are possible by tiling or splitting into 'drops'.

Substrates: Photo base 240gsm standard, TR51 tear resistant, self adhesive vinyl, oplajet, stoplight, coated artists canvas, art paper; outdoor self adhesive vinyl, blueback paper; weather resistant fabric, reinforced PVC banner; repositionable window film, windmesh banner; contravision. NB We always recommend laminating prints if frequent handling or durability is required as the inks we use are water based and can be damaged if they come into contact with moisture.

If you require water resistance, extra durability or weather resistant prints we offer printing using UV and eco-solvent based inks and a range of lamination and encapsulation options.

We can also mount onto various boards and substrates.

Accepted Media We can accept files saved onto: CD, DVD, 100Mb and 250Mb Zip, USB flash drive, various flash memory cards or standard floppy disk. To transfer via email or ftp broadband internet see our upload page. When sending work via the internet always put files in a folder with your name or company and the current date as the folder name. Then fax or email your order or jobsheet (and proof) as a confirmation, as we do not book in or process any work that arrives via FTP or Broadband until we have received written instructions.

Pricing and Quotes Due to the huge variety of stocks available and the unique flexibility of digital print it would be impractical for us to produce a complete pricelist. Instead we have listed some 'standard' typical guide prices in our printed pricelist - available free on request, and on our website. We also publish special offer prices in our newsletters and mailshots on occasion and we would be happy to quote individually for your requirements over and above these at any time.

Please always confirm the quote number you are given when sending in any orders, this will save a lot of time and potential confusion. If your requirements have changed between getting an initial quote from us and sending your job in, then please request a re-quote. We will have to re-cost it anyway and would much prefer that you know the cost of your order before the job is started, to avoid any misunderstandings later.

General Conditions

Please see our standard terms and conditions for full details - available on request or from our website www.cypherdigital.co.uk. However the key relevant terms of sale are:

Additional Charges

Additional charges will be made when;

- During production the Customer requests amendments, additions or deletions. Charges to Customer would be based on time and materials at current rates.
- Changes are made to jobs where the style, type or layout have been left to our judgement. Charges to customer would be based on time and materials at current rates.

Clients Supplied Proofs

In the absence of proofs with any orders supplied for processing and printing we will output a version of the file which we anticipate as being the correct one and charge the result out at the relevant rate.

Preliminary Work

Any work carried out whether experimentally or otherwise, at the customers request shall be charged, unless agreed earlier.

Press Proofs

Press proofs may be submitted for Customer approval. We shall incur no liability for any errors not corrected by the Customer at this time. Customers alterations and subsequent proofs will be charged extra.

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