



# Top Tips to Set-up Print Ready Artwork

1. **Save all artwork elements as CMYK** - Large format printers use 4 colour process of CMYK colour to output. RGB is used for screen and web viewing. Pantones, RGB colours or Duotones should be converted to CMYK references to achieve optimum results and colour targets. The print process will automatically convert RGB and Pantones to CMYK references, but this may alter the colours from their original or target values.

**Extra Tip:** Create black using either 100% K, or for more or less colour warmth add up to 40% CMY. This avoids ink pooling which is caused by using 100% of each of CMYK.

2. **Fonts** - Either include or outline all fonts when sending your artwork. In the case of TIFF or JPEG files, fonts will not be required.

**Extra Tip:** To maximise printed text crispness, use no more than 2 colours. This avoids needing to overprint more than twice which can compromise crisp text print especially on small point sizes.

3. **File Sizes and Resolutions** - Artwork should be set to the following sizes and minimum resolutions:

100% size at 150 dpi      OR      50% size at 300 dpi      OR      25% size at 600 dpi

Large artwork files should be reduced. E.g. Artwork for a Roll-up banner should be 1-15MB maximum. This can be achieved without compromising print quality by flattening or compressing using Illustrator or InDesign. Raster image file sizes can be reduced by using Photoshop or any other bitmap based artwork software ensuring that any resized images are placed or embedded at no greater than 300 dpi at 100% size. PDFs should be saved using the high quality print profile. Files which are 100% vectors can be saved using the “smallest size” profile.

4. **Layout** – Supply artwork for multiple panels (i.e. Pop-ups) as one document. The design will be tiled before production, which adds the necessary crop marks and bleeds.
5. **Filename** - Include intended final dimensions, % of full size to which the artwork is set and substrate in your file name, in addition to the artwork description.
6. **Bleed, crop marks and cutter guides** - Add 3mm bleed at full size (downscale accordingly to the % to which the artwork is set) to each edge around the visible print area. Add crop marks to the edge of the visible area. Provide a cutter guide for non-straight edges either as a separate file or as an overprint which is clearly named “Cutter Guide – Do Not Print”.

**Extra Tip:** Roll-up banner artwork should have 150mm bleed at the bottom to fit inside the cartridge.

7. **Preferred file format** - High resolution PDFs using the profile as per point 3.
8. **Proofs** - If you choose to use Kyoti for your artwork preparation, we will supply PDF proofs via email. It is your responsibility to check layouts including fonts, colours and spelling before approval.

If you supply print ready artwork, Production will check artwork for size prior to printing, but you remain responsible for checking layout, fonts, colours and spelling. Proofs will not be provided unless specifically requested. All proofs will be provided as low res PDFs.

9. **File Transfer** - Visit [www.kyoti.co.uk](http://www.kyoti.co.uk) to upload files less than 50MB. Larger files can be sent via free internet based file sharing sites such as Mail Big File.