



Digital Printing Artwork Guidelines



**National
Theatre**

+ STUDIO +
ROGREGWAYNE

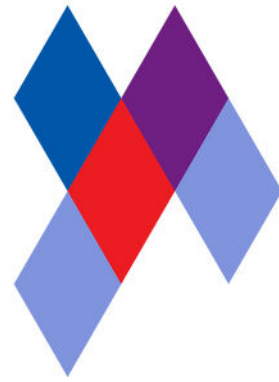


If you would like further information, advice and samples please contact us on +44 (0) 1892 514 888 or enquiries@harlequinfloors.com



HARLEQUIN
www.harlequinfloors.com

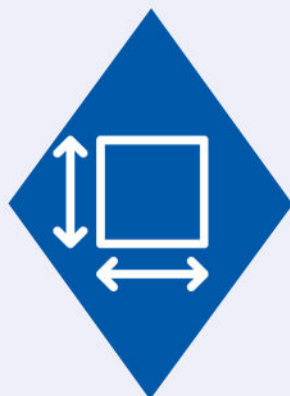
Harlequin's Digital Printing Artwork Guide



File types

Any of the formats below are acceptable, but the preferred option is a PDF. Any other format supplied will be converted to a PDF before being sent for printing.

- .ai- Adobe Illustrator
- .eps-Encapsulated Postscript
- .pdf- Portable Document Format
- .svg -Scaleable Vector Graphics
- .tif - Tagged Image File Format (is a raster image format, best for high resolution photos). Tif files are the least preferred option. TIF or JPEG, we will import it into software to split it (if necessary) and save it as a PDF.



Artwork sizes

Artwork should be supplied whole. Our print studio will split the artwork to ensure that the image aligns accurately.

The ideal and minimum resolution is 72dpi@ 100%, or 150dpi @50% resolution. The maximum workable resolution is 300dpi @25%. Above that the files are too large to handle.



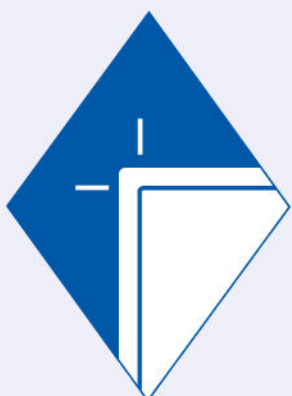
Colours

Files should be supplied as CMYK, with a Pantone reference colour. Special colours should be referenced against a CMYK equivalent. Using colours direct from the artwork could lead to variation from the desired effect.



Samples

Our typical 2m x 2m samples are available for £150 + VAT, if we go ahead with the job the sample cost is deducted. Larger samples are available at an increased cost.



Bleed

Edge bleed requires to add on at least 10mm to the artwork to avoid halos when trimming. (Trimmed at the printing stage).



Fonts

All fonts to be outlined in the artwork or supplied separately.



Price

Typically our minimum printed area is 25m². Please contact us for a quotation, delivery charges apply.



Lead time

Estimate 10-14 days.



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