



artwork requirements



## Standing out from the crowd

You want to maximise your display space and promote your business and its latest publications. With the aid of large format graphic displays, you can make sure everyone notices what is important to your business in a professional and striking way. From a header board carrying your company name and logo, to a large poster with your latest book, the options are endless.

AMK can take care of the whole design, production and installation process. Taking your brief and content and turning it into striking displays that are custom designed for use in an exhibition environment.

Alternatively we can take your own designed artwork, print and install onto your stand ready for when you arrive.

Either way we can make sure you stand out as an individual from your neighbours

**...and don't forget we can take all the hassle from you by designing the graphics from scratch, just give us a call and we can run through the options and costs.**

for more information on sales and pricing please email [barbara@amk.org](mailto:barbara@amk.org)

raphics



## Supplying print ready graphics

We can accept digital files in the following way: CD, DVD, SD card, USB stick or more normally via email or from an FTP Site. Apples IOS and OSX mail will let you send files up to 5gb via mail drop.

if you do not have your own FTP site, we suggest wetransfer.com, drop box or a similar file transfer service as this is a faster and more economic way of up/downloading high resolution files.

### **Artwork for large format printing**

Document dimensions should be no smaller than quarter size, ensuring that it is in proportion to the final size required (as an example, if a graphic is 1000mm wide x 1000mm high, the supplied size should be 250mm x 250mm at 300 ppi ). Final file should be saved as pdf with all fonts embedded and to the sizes required if possible. If reduced size, please indicate finished size on the file name or layout. We can also accept Photoshop and Illustrator files including up to Creative Cloud versions. For Illustrator all images must be embedded and fonts converted to paths and for photoshop all fonts must be rasterized. Please do not send Quark express or indesign files, instead first convert into PDF's before sending.

### **Bleed**

Please supply all artwork with a minimum bleed of 10mm

### **Image files**

All images should be saved as single file high resolution RGB eps or TIFF's or JPEGs.

Resolution at finished size should be no less than 75 ppi (i.e. quarter size 300 ppi) . All files should be flattened, i.e. no layered files, unless otherwise requested.

**As a general rule no artwork file should be less than 75 ppi once sized to its final output size, although we can work at lower resolutions, we can not guarantee the final quality.**

### **Vinyl Cutting**

When supplying artwork for vinyl cutting please supply the following:

Adobe Illustrator File Vector A/W all Text converted to paths (create outlines)

If you have any concerns or questions please **email [peter@amk.org](mailto:peter@amk.org)**

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