Artwork specifications

Faber
Your Signage Printing Partner

Delivery of files

- E-mail address: info@faberflags.se
- Wetransfer: https://faberflags.wetransfer.com/

Applications

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Quark X-press
- Freehand
- Coreldraw

Important specifications

Format

- Files created in Adobe Illustrator are preferred.
- File saved in PDF format at scale 1:10 (and therefore 10% of the original size).
- Please do not apply scaling in the PDF document.
- Supply all your artwork in CMYK mode, PMS scale without ICC profiles.
- Do not embed pixel files in the layout but link them and deliver them separately.
- Bitmaps embedded to the file (not linked to the external source), in CMYK mode without ICC profiles.
- Convert text to vectors/letter contours or give fonts.
- Arrange all elements in artwork min 2,5 cm from the fringe.
- Please don`t supply any overprinted files or outlines.
- Minimum line thickness 2 mm (scale 1:1)
- Minimum size coloured elements 1 mm (scale 1:1)
- Please don't include crop/ trimm marks, additional descriptions, or flatten layers.
- Always deliver pixel files "gross" (more image is often required when zooming in).
- Where possible, deliver Photoshop files in various layers.

Resolution

- The minimum image resolution for bitmats is 72 dpi. (scale 1:1)
- The minimum image resolution for flags is 400 dpi.
- The minimum resolution for parasols and banners for inside use is 500 dpi.

Print reference

- When using pixel files within the layout, always provide a colour reference (e.g. a chromalin, matchprint or printed matter made earlier).

Faber

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Processing

These days artwork is delivered in digital form. The quality of this digital material determines the quality of the end product.

The artwork is checked in our Prepress Department for quality, resolution and completeness. Account is taken of the type of article to be made, the type of fabric to be used and the client's preferences. For example, a coarser grid is used for full colour prints for a flag in the mast than for a banner intended for inside use which will be seen from relatively close by. Specific fabrics with grid technology which is geared to the different types of applications enable us to produce optimum printed results.

Digital light engraver (DLE) technology is used for creating the templates. With this technology it is possible to transfer the image directly on to the template without losing information (computer to screen). The artwork has to meet certain criteria in order to guarantee high printing quality which is why we observe a number of guidelines in this respect.

Files

Layouts in Illustrator are preferred, but Indesign / Freehand /Quark XPress / Coreldraw are also accepted. If possible, deliver the line work in vector files (everything except photo graphic images). Deliver pixel files (Tiff / PSD / EPS) separately, not integrated in the layout but linked. Files with the extensions JPEG or GIF do not meet the required quality. Converting these files to tiff, for example, does not improve the quality and they still cannot be used.

Resolution

Resolution is given in dpi (dots (pixels) per inch). Resolution applies to pixel images such as files with the extension "tif". The higher the resolution, the sharper the image.

Sufficient resolution

Resolution is too low

Vector images

The construction of vector images is based on mathematical coordinates; a line runs from point A to point B. The lines are therefore straight and tight and enlarging the image does not affect the quality. A layout in vectors is also easy to modify. Images can be composed in vectors with, for example, the Adobe Illustrator program. (The extension for these files is "ai".)

Letter fonts

If text is typed in a layout, a font or typestyle is used. This is a type of letter that can be used in any random size. If the layout is saved with text and opened on another computer without the font being present, this text will be converted to a standard typestyle that is present on this computer. A letter font must therefore be delivered along with the artwork for the correct typestyle. It is better to convert the text into letter contours beforehand, which in fact converts the text into a drawing.

Layers

Designers often use layers to build up their designs. As a result, it is conveniently arranged and images can be placed on top of one another in a certain sequence. In the case of pixel files it is particularly important that this build up of layers is retained for image and colour separation.