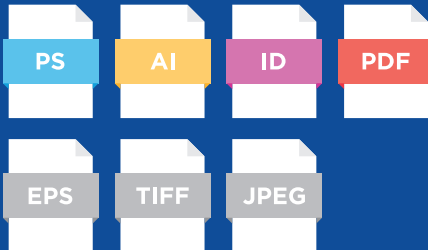


Please follow the artwork guidelines below.  
If you have any queries, please do not hesitate to contact us.

## FILE FORMATS



## ARTWORK SETUP

- Please supply your files with 25mm image bleed to each edge. This increases to 50mm for Blockout Polyester.
- Do not include any crop marks or print information on supplied PDFs.
- High res PDFs with embedded fonts can be supplied for print output but please ensure that the correct amount of bleed has been added.
- Native files can also be packaged and supplied including all fonts.
- Alternatively you can supply the native files with the fonts turned to outlines.
- For multi-panel designs, please supply us with a single overall image and clear instructions on the splits required. We'll do the rest.
- For specific colour matching please detail Pantone references or send a hard colour copy for us to match to.

## SCALE & OUTPUT IMAGE RESOLUTION (DPI)

### SCALE

Files can be supplied in different scales for ease of file production, for example 10%, 25%, 50% or 100%. Please ensure that the final output size is still in proportion with the required final output image resolution (DPI). An image at 10% of the final output size at 300dpi will only be 30dpi when scaled up to the final size.

### OUTPUT IMAGE RESOLUTION (DPI)

DPI stands for 'dots per inch' which measures the density of an image. A dot is also known as a pixel. Broadly, the number of dots in a square inch (tile), the higher the DPI, the more information there is in that image (effectively bitmap images such as a JPEG, TIFF, PSD or PNG, etc). Therefore the more detail you can see, the higher the image quality, the crisper the effective sharpness of the print looks.

Quality comes from having more pixels, not less. So when you enlarge a 200 pixel sized image to 1000 pixels you are making each pixel 5 times larger. What this causes is an effect called 'pixelation' where the image appears fuzzy, blurry or jagged and pixels become visibly noticeable.

## SUPPLYING YOUR ARTWORK

### EMAIL

The easiest way to send us your artwork is via email. Send your artwork files to our sales team or to [studio@coralcolour.com](mailto:studio@coralcolour.com)

### WEB UPLOAD

If the files are too large to send via email, you can send your artwork to us by using online tools such as WeTransfer, MailBigFile or Dropbox. Users can send files from 2GB to 20GB depending upon which application you use or whether it is a free version or a professional one. Most free versions allow the user to send up to 2GB at a time.

### POST

You also have the option to send us your artwork by post. To do this, simply use your media of choice (CD, DVD or Memory Stick) and send them to our artwork studio at:

Showplace Ltd.  
3 Stour House, Clifford Park, Clifford Road,  
Stratford-upon-Avon, Warwickshire,  
CV37 8HW

Did you know that at **SHOWPLACE**, our **STUDIO** covers  
artworking, proofing and **COLOUR MANAGEMENT**