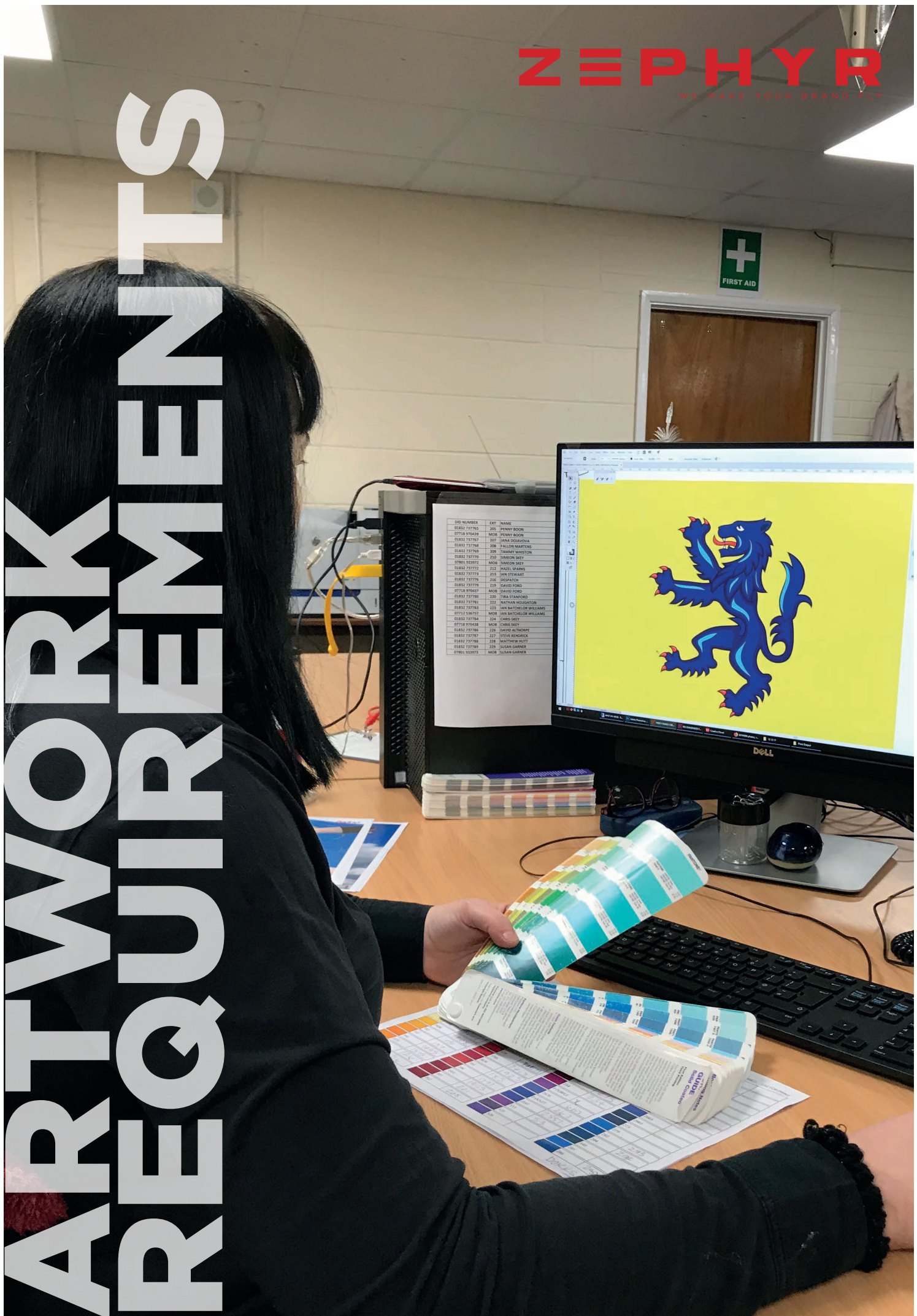


ARTWORK REQUIREMENTS



DSD NUMBER	EXT	NAME
01832 247765	205	PENNY BOON
07718 970429	MOB	PENNY BOON
01832 237762	207	JANA KOSKOVICA
01832 237768	208	FALLOU MAARTENS
01832 237766	209	TAMARA WHITTON
01832 237770	210	SIMON SKEY
07902 933975	MOB	SIMON SKEY
01832 237772	212	HAZEL SPARKS
01832 237774	213	JAN STEWART
01832 237776	216	ROSEY FORD
01832 237778	219	DAVID FORD
07718 970441	MOB	DAVID FORD
01832 237780	220	TIKA STAMFORD
01832 237782	222	NATHAN HODGKINSON
01832 237783	223	JAN BATHCHELOR WILLIAMS
07712 580170	MOB	JAN BATHCHELOR WILLIAMS
01832 237784	204	CHRIS SKEY
07718 970428	MOB	CHRIS SKEY
01832 237786	226	DAVID ALPHONSE
01832 237787	227	STEVE KENDRICK
01832 237788	228	MATTHEW HULLY
01832 237789	229	SUSAN GARNER
07902 933973	MOB	SUSAN GARNER

ESSENTIAL GUIDELINES

- All fonts within the file need to be converted to outlines as we cannot guarantee to have the required font within our library.
- All orders require pantone references, a CMYK breakdown will not suffice.
- All placed (linked) images should either be embedded within the file or accompany the artwork in a collective folder.
- Any raster images are required to be in CMYK not RGB format.
- We require artwork to be at 1/10th of the final size (10%). DO NOT send full size artwork as this may increase the size of the files to be handled considerably.
- Allow a minimum of 2mm at 1/10th size (2cm at full size) bleed on your artwork on full printed backgrounds.

FILE TYPE AND IMAGE QUALITY

There are two types of image file;

Vector, this is line drawing, created in a specific graphic software. These files can be scaled up and down with no detrimental effect on the quality of the image. This type of file is essential for screen printing, but ideal for digital printing too. They can be Adobe Illustrator (ai), Scalable Vector Graphic (SVG) or an encapsulated Postscript file (eps).

Raster; these images are made up of pixels usually defined by dpi (dots per inch) or ppi (pixels per inch). The greater number of dots / pixels, the better the quality of the image. If you have a low quality, low pixel image, no matter how much you scale it up the image will not improve, all you will achieve is a 'lego' effect.

TEMPLATES

For standard shaped flags, creating your artwork is easy but for many of our products, they are not rectangular. In these cases we have created templates for you to base your designs on. Below is a list of templates available to download from our website at [www.zephyrflags.co.uk /index.php/flag-templates/](http://www.zephyrflags.co.uk/index.php/flag-templates/)

Flexilites, Splash, XPX, Wavers, Spinnaker, Splendr HD Feather Vision Bunting Windsock Flexi Banner Air Raiser Cobra Display Curved Compact Display Curved Corner Lightbox Pop-Up Marquee

ACCEPTABLE FILE FORMATS

- AI** - Adobe Illustrator (Version CS6 or below)
- EPS** - Encapsulated PostScript
- PDF** - The file needs to be saved with the editable option and no password protection
- SVG** - Scalable Vector Graphic
- TIFF** - Please see, not below on resolution
- JPG** - Please see, not below on resolution
- PSD** - Please see, not below on resolution
- INDD** - This option is only suitable when packaged for print with it's fonts and linked images

Resolution, Files are required to be 700dpi at 1/10th of the final size (10%) to reproduce good quality artwork at full size. Raster files are not suitable for block colour silk screen printed products.

UNACCEPTABLE ARTWORK

- Raster images below the required resolution
- Publisher files.
- Paper copys, business cards etc.

Any unformatted artwork will incur additional artwork costs.

FILE TRANSFER

- Email; you can send artwork to your Sales Contact or straight through to our Graphics Department at thumphreys@zephyr-tvc.com.

There is a 5mb size restriction on all incoming emails.

For larger files, please use an online transfer service, there are several free options available such as www.wetransfer.com or www.mailbigfile.com.

- Removable media, DVD, CD and USB Keys are acceptable but cannot be guaranteed to be returned.

The quality of your artwork greatly affects the quality of your final product. Here at Zephyr we aim to assist you in creating great artwork leading to a great product

For further information or help please contact Tira Stanford, Senior Graphics: on 01832 734667 or via email: thumphreys@zephyr-tvc.com