

# SFF

window film | signage material | design



# Artwork Guidelines

# Pre-Printing Checks

We want to make your experience with us a one to remember. We always make sure your artwork is correct before sending it to print.

## Do we check your artwork before printing?

Yes, we will check your artwork and we will send you an Artwork Approval before anything goes to print. When we receive an order, we review all print files to ensure they correspond. If we see any issues with your artwork or if we are missing a file, we will notify you. Your order will be placed on hold until we have a response.

## What file checks do we make?

We check all files for the following criteria:

- Quality,
- File format,
- Sizing, and
- Safe areas

We will contact you for clarification if we spot anything not mentioned above. Our checks are a manual process to minimize print issues, but it is up to you to supply artwork correctly per these guidelines. We cannot be held responsible for issues that are out of our control from incorrect artwork submission. Please note, incorrect contact details can lead to a delay in your order.

## What happens if my files are incorrect?

If we spot a problem, we will contact you. If your artwork requires a slight change to make it print correctly, we will consult with you and adjust this before proceed to print. All file checking is a manual process undertaken by our Designers. We try to spot errors; however, we cannot accept responsibility for any incorrect printing due to spelling mistakes, poor image quality, setup or artwork error that is out of our control

## Do you offer a design service?

Yes, speak to one of our sales reps or designers to assist you.

## Buy in confidence.

For full information on our checks and how to buy in confidence, please read the following about our processes and pre-print file checking.

# Artwork Guidelines

Before submitting artwork, please make sure you have read our artwork guidelines below carefully. Please contact our designers for clarification, for anything you are unsure about.

## File Formats

We only accept files in the following:

PDF, Ai, EPS, JPEG, PSD, and TIF.

Please provide tif & PSD files in a flattened format.

## Type & Text

Convert all text to outlines/curves, even on pdf files. Include an installable version of all fonts used as a precaution.

## Colour Settings

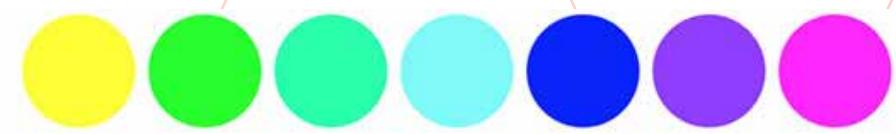
Ensure files are set to CMYK. We convert RGB files automatically. Changing to CMYK from RGB can cause unexpected results. You will not be notified of a change from RGB to CMYK. Do not use Spot Colours.

## Colour Matching

Please be aware that printers and screens interpret and show colours differently. Due to print tolerances, we cannot guarantee an exact match to something you see on a computer screen. Most creams, greys and CMYK-printed golds can print differently from how they look on screen. Please ask or quote us a Pantone reference if you need colour clarification. SFF cannot be held responsible for colours printing incorrectly due to errors in incorrectly supplied print files.

### What you see on screen

RGB



### How it will Print

CMYK



## Colour Profiles

Print files MUST NOT contain ICC colour profiles.

## Can you match Pantones®?

Yes, we can, but we cannot guarantee an exact match. You must notify us of any Pantones® that require matching. If no Pantone® request is made, we will print to the nearest CMYK value. Due to the nature and limitations of the CMYK printing system, we cannot guarantee an exact match. For large print runs, it's advisable to order a sample of the colour before ordering. Please note, this will delay the order for another 5-6 working days.

## **Size & Scale**

The orientation of the print file must match the orientation of the order. We accept files at actual size or at a scale. Artworks with larger dimensions will be required to be supplied at scale.

For Example:

If a job is 1,3mtr x 15mtrs. Group the artwork together and scale proportionally to 4,8mtrs. Please clearly state the actual size of the artwork for when it goes to print.

Please Note: The files sent to us needs to be scalable to the print size without dropping the image quality.

## **Saving Files**

Please provide JPEG's that are scaled to the actual size.

## **Overprints**

Do not use Overprints.

## **File Names**

Please ensure file names are short and descriptive.

## **Use of Black CMYK values**

Correct Black Settings give the print a deeper colour as sometimes, using just black, the image can look grainy and 'washed out'.

We print 2 kinds of Black:

- CMYK Black – Prints as a standard black  
C 50 / M 50 / Y 50 / K 50
- Registration Black – Prints as true black  
C 100 / M 100 / Y 100 / K 100

## **Images**

It's important to Embed all images before saving. Supplying linked images in a folder is not recommended.

## **Resolution (DPI)**

Please make sure that you save your file to the DPI Guidelines below. In the case of scaled files, i.e., if you have scaled your file at 1:10 (10%) scale, then the DPI must be x10 times higher to compensate.

Size : 300 DPI

# Additional Information

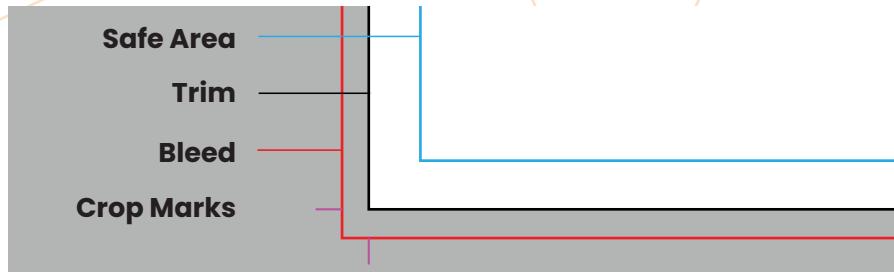
## Safe Areas

When placing an order, please make sure you select the overall finished size excluding bleed. Please, also, make sure that you place any text or graphics within a 'safe area'. The 'safe area' is the area of your artwork where all important text and graphics are situated. Background colours or images can go over the safe area, just no readable text or logos.

## Bleed & Crop Marks

All artworks will automatically be given a 20mm bleed. If extra bleed is needed, please state the amount you require when placing your order.

Please include Crop Marks with your artwork if they are required.



## Cut to shape

For your artwork to be cut to shape, we require a contour cut supplied in a separate layer, named "CutContour". The cut line should be a Hairline stroke and should be a contrasting colour to the artwork.

## Approving an artwork means:

You (the customer) are FULLY RESPONSIBLE for the final proof and layout approval prior to the printing process. SFF IS NOT LIABLE for errors in a final product, caused by any of the following reasons:

- Omitted, Mistyped or misspelled words
- Grammer & Punctuation
- Incorrect sizes on artwork approval sheet
- Defects of the print image including quality.

You understand that any errors existing on the approval proof will be printed and that any additional costs incurred to fix these errors are your responsibility and not eligible to be re-run free of charge. The above terms will also apply for artworks supplied to SFF for producing.

## Please make sure your files are correct

SFF cannot be held responsible for any spelling errors/typos/incorrect telephone numbers, or improper setup of files. If we believe that a file is incorrect before production, we will contact you and request a new file. We only accept files suitably prepared for print. Any additional operations to correct files to the above guidelines and all changes made by SFF upon the customer's request shall be treated as another service and may incur an extra surcharge.