

Artwork requirements

- Please save artwork as CMYK.
- Please set up ALL artwork at **25%** final size.
- With artwork set up at 1/4 size, please supply ALL artwork with a minimum of 40mm bleed to all outer edges.
- If fonts are used, please outline ALL fonts, where not possible please supply all fonts used.
- Once artwork is received, we will set up on our template and send you a PDF proof for positioning and spelling purposes, please check carefully
- If colour matching is required then please advise.
- We do not print PANTONE, we can print the CMYK equivalent, if you have a preferred CMYK equivalent then please advise.
- Artwork can be supplied by either email, CD/DVD or uploaded to our website www.zoomdisplay.co.uk, select Artwork then select Upload Artwork and follow instructions.



Illustrator

- Set up CMYK at 1/4 final size
- **OUTLINE ALL FONTS**
- Turn off all Overprints, supply all Links and flatten Transparency
- If supplying a High Res PDF do not compress and supply with all bleed and crop marks



InDesign

- Set up CMYK at 1/4 final size
- **OUTLINE ALL FONTS**
- Please save and supply a High Res PDF do not compress and supply with all bleed and crop marks



Photoshop

- Set up CMYK at 1/4 final size and 320dpi
- Supply a low resolution PDF for visual purposes
- If artwork set up in Photoshop, text/logos will not be vectored and will have some pixelation when printed full size,
- Save out as a JPEG.



Adobe Acrobat

- If supplying a PDF as your final artwork, ensure all images are not reduced / compressed
- crop marks and bleed are included and visual lines are not included inside the artwork.
- **Outline all fonts and embed or supply all images.**



Swift Retail Counter Graphic Size

Small Counter

- 480mm (w) x 500mm (h)

Large Counter

- 480mm (w) x 910mm (h)

Please add 40mm bleed on all outer edges