

# Artwork Specification Sheet

# Counta



www.zoomdisplay.co.uk

### Artwork requirements

- Please save artwork as CMYK.
- **Set artwork up on product template and save as an Illustrator Editable PDF.**
- If fonts are used, please outline ALL fonts, where not possible please supply all fonts used.
- Once artwork is received, we will check it and set up for print 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.miragedisplay.co.uk](http://www.miragedisplay.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/embed all Links and flatten Transparency
- If supplying a High Res PDF do not compress and supply with bleed



### InDesign

- Set up CMYK at 1/4 final size
- Package with all fonts and links before supplying
- OUTLINE ALL FONTS IF SUPPLYING AS PDF
- Supply a High Res PDF do not compress and supply with bleed



### 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, and bleed is included and visual lines are not included inside the artwork.
- OUTLINE ALL FONTS
- Supply or Embed all Links

### Counta Panel sizes:

Please use the template provided

#### Header Graphic:

1/4 scale - 175mm (w) x 75mm (h)

1/4 Scale safe area - 160mm (w) x 65mm (h)

Full scale - 700mm (w) x 300mm (h)

Full scale safe area - 640mm (w) x 260mm (h)

#### Base Graphic:

1/4 scale - 457mm (w) x 213.75mm (h)

1/4 safe Area - 808mm (w) x 772mm (h)

Full scale - 1828mm (w) x 855mm (h)

Full scale safe Area - 808mm (w) x 772mm (h)



www.zoomdisplay.co.uk

Zoom Display Ltd. Unit 9 Tabrums Farm, Tabrums Lane, Battlesbridge, SS11 7QX

Telephone: 01245 325743

Fax: 01245 324615

Email: [enquiries@zoomdisplay.co.uk](mailto:enquiries@zoomdisplay.co.uk)