

## **ARTWORK FILES**

To obtain expected printing results, the artwork files should meet the following conditions below:

1. The artwork files should be sent in one of the generally used graphic format (preferred files: TIFF, EPS, PDS) in CMYK color space and without colour profile added.
2. Bitmaps for digital print should be flattened.
3. For digital printing Pantone and RGB colors should be converted to CMYK model equivalent colors. Pantone colors can be printed with silk-screen and offset technique.
4. Logos and drawings should be converted to vector graphics.
5. Fonts should be converted into curves.
6. Files should be prepared in 1:1 or 1:10 scale depending on the format of the final print. (300-3000 dpi for files in scale 1:10, 30-300 dpi in scale 1:1) Files for big format prints (banners or billboards) can be lower resolution ones (30-70 dpi in print) while small size prints looked at closely, need bigger resolution (even 300 dpi)
7. Please provide bleed of the artwork not smaller than 1 cm at each side (2 cm for double-sided prints)
8. The composition of BLACK color in the artwork should be as follows:
  - for digital prints – C60/M60/Y60/K100
  - for offset prints – C60/M0/Y0/K100
9. The file cannot contain any masks, alfa channels or any 'overprints' in white colour.
10. Any marks for die-cutting should be prepared as a separate file (in curves) in formats PDF, EPS, AI or CDR.

Please attach PDF or JPG illustrative file for main artwork file content verification.

We also kindly ask to pay attention to details as texts or logos not to appear too close to the edges of an artwork. The safe distance is 5 cm for posters and orders similar in format and 20-50 cm for billboards and banners