

## PREFERRED MEDIA

- **FTP** Using ftp client software:  
connect to: [www.sovereignhouseftp.co.uk](http://www.sovereignhouseftp.co.uk)  
Username: shftp Password: redsOck@!
- **CD or DVD**
- **Email** - [studio@supalite.com](mailto:studio@supalite.com)
- via [www.yousendit.com](http://www.yousendit.com)

## PREFERRED APPLICATIONS MAC & PC

Our preferred file format is **Adobe Illustrator.eps**  
Files sent in any other format will be converted by us into this format.

Artwork created solely in **Adobe Photoshop** often lacks crisp fonts and lines, where possible create backgrounds in Photoshop and detail in Illustrator

High Resolution **.pdf** files are accepted. Please note we still require the fonts to be included separately.

Please note:

Files created in **Quark** regularly have font and layout problems when converted for use in Illustrator. A printed copy is essential when supplying Quark artwork

## ARTWORK DIMENSIONS

For display stand artwork we can supply accurate size specification for each stand to reduce the chance of any problems with production.

**Pop Up Artwork** The endcaps are curved panels, any logos or images that appear on the outside half of the end cap will not be visible from the front.

## DOCUMENT SIZE

Please work at a proportion of the finished artwork size eg. 100% or 50% etc.

**IMPORTANT** Please avoid adding any bleed or crop marks to your artwork.

## SPECIAL COLOURS

Pantone, RGB or any other colours should be converted to CMYK. Duotones should also be converted to process before output.

To achieve a solid black, the CMYK mix needs to be 10% Cyan, 10% Magenta, 10% Yellow, 100% Black.

## FONTS

If possible **embed/outline all fonts**. Please include all fonts with the file even if your fonts have been embedded/outlined.

**TIP** Try to keep copy off the panel breaks, particularly copy under 50mm high.

## SCANNING/PICTURES

All images should be a minimum of 75dpi at full size therefore if setting artwork at 1/4 scale a minimum of 300dpi is required.

## PROOFING

It is important that a hard copy / PDF proof of your design is included. A colour proof is preferred, however a marked up black and white hard copy will still assist us to accurately produce your job.

**IMPORTANT** Files should be supplied with all fonts, and all placed artwork files. If a picture file is embedded in the final document, please supply a separate copy of the picture (with the same filename) to enable prompt handling of any technical difficulty that might arise. Don't forget: **Rubbish in - Rubbish out!**

**ANY QUERIES PLEASE CONTACT OUR STUDIO**

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