

Artwork Submission Guidelines

These guidelines should be referred to, and followed when submitting artwork to Novograp Ltd, to help ensure the quality, speed and efficiency of our service.

Digital Media Format

- PC or Mac files can be supplied on the following digital media formats: CD, DVD, Compact Flash Card, USB Memory Stick, FTP Site Download or via Email to art@novograp.co.uk
(Please Note: Only up to 7mb can be accepted by our email services at one time)
- When submitting artwork it is important to supply original artwork files, with any linked images, graphics, logos, fonts etc. So when creating artwork we recommend you do not embed images in Illustrator - please supply with linked images, and if you cannot supply fonts, please convert all text to paths. Also where possible supply logos as original vector based files such as ai or eps, please avoid using JPEG's, or TIFF's as this can jeopardise image quality.

Non - Email Submissions: (DVD, CD, USB, Flash card etc.)

With non-email submissions where possible supply hardcopies of all images submitted. In particular it is vital to provide final layouts of artwork including all images and text in situ. Hardcopies are also essential to act as a colour proof when requiring accurate colour matches.

Email & FTP Site Download Submissions:

With emails and FTP download submissions where hardcopies are not able to be supplied, it is vital that final layouts of artwork including all images and text in situ are provided to ensure accuracy of file interpretation
(Using low-resolution PDF or JPEG's)

- It is also important to supply any other information available relating to size, scale, pantone colour, fonts, text positioning etc. (Please see Artwork submission example)

Software Format

- We can accept a range of software formats including

Adobe Illustrator:

We can accept CS version 3 format or earlier saved as an ai, eps, or editable pdf file.

Adobe Photoshop:

We can accept CS version 3 format or earlier saved in eps, tiff, psd or jpeg format.
Please supply RGB format, do not convert to CMYK.

CAD:

Autocad LT2000, supply in DWG or DXF format

If it is not possible to submit artwork in any of these formats, please contact us and we will try our best to assist with your submission.

Image Quality

Image quality is an extremely important aspect when submitting artwork for large format printing. The level of image quality required is highly dependent on the scale of the final printed image. Therefore it is important be aware of the original quality of the chosen image when first produced (ie. when the photo was first captured).

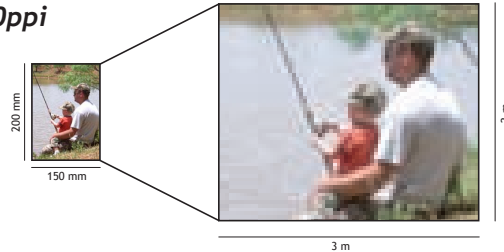
All artwork submitted is subject to our own image quality check, however we recommend that you consider the following points when selecting your artwork images

Artwork Submission Guidelines

Image Quality cont...

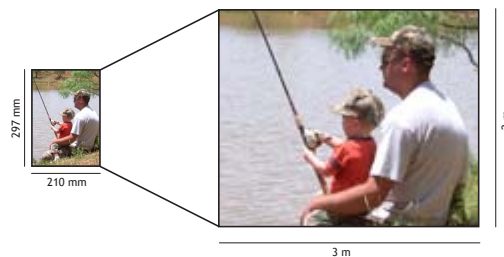
The following images are not to scale they are purely for visual purposes!

(1) < A4 @ 100 - 200ppi



An original image less than A4 in size and lower than 300ppi resolution is generally found not suitable for scaling as the final printed image will pixellate.

(2) A4 @ 300ppi



An original image A4 in size with a 300ppi resolution is generally recognised as the minimum quality suitable for scaling up images to large format size.

(3) > A4 @ 400 - 600 ppi



An original image greater than A4 in size with a greater than 300ppi resolution is always better to ensure the highest quality of the final print image. Especially if the image requires a particularly large scaling factor.

** The larger the originally captured image the better!*

Colour Matching

- We have extensive colour match experience and capabilities. For colour matches please provide all available colour information as highlighted below and if possible a hardcopy sample for reference. It is also important to identify the lighting conditions and material of the final product.

Screen Print:

With screen print we can colour match to any specific sample, PMS, RAL or paint number, using controlled lighting conditions eg. TL84 Shop Light, Actual Daylight etc.

Digital Print:

When digital printing we will attempt to match any colour swatches supplied, but 4 colour half tone inks have limits and they may not reproduce all PMS colours exactly. However, our experienced artwork team are proven at matching colours extremely closely.

- Colour matching does require some additional lead time, which is dependant on the level of approval required by the customer. This should be taken into consideration when submitting artwork.

Submission Info

- When submitting Artwork to Novograf please refer to the Artwork submission example provided to help ensure that we can meet your requirements as efficiently as possible.

In addition to these guidelines supplied our Manufacturing Design department will be happy to assist with any queries regarding artwork, and its submission.

Email: art@novograf.co.uk

Final Layout Proof: To ensure accurate interpretation of artwork requirements please provide an image of the final layout of artwork including all images, text and logos in situ. Hardcopies are preferred, but PDF or JPEG are acceptable.

Artwork Submission Example

Images: Any linked images used in artwork preferably should be supplied as Tiff's, or Photoshop eps's. We also accept JPEG's but please ensure you review the images quality information provided before making your submission to ensure the quality of your final product.

Colour Match: For specific colour matches please provide all available colour information including PMS reference, and if possible a hardcopy sample for reference. It is also important to identify the lighting conditions and material of the final product.

Text Fonts: Wherever possible provide fonts used in artwork, if this is not possible convert all text to outlines.

Final Print Size: Estimates of the final print size are vital in ensuring quality checks are accurate during the artwork submission process.

Novograf is the UK's leading supplier of high-quality durable graphics and cladding for the retail environment.

Our success is built on delivering the complete package from design to installation and utilising our highly-skilled workforce.

NOVOGRAF
we've got it covered

Logos: When using logos in artwork please supply logos as original vector files such as ai or eps, to ensure the best image quality.

3000 mm

8000 mm