CHECKLIST Artwork specifications !

Is your design ready?
First, check all the points below to be sure your artwork is ready to be printed perfectly!

☑ **Template** : Did you use the correct template?
You can find most of the templates on the productpage on our website. 01

☑ **Artworksize** : What is the size of your artwork?
Printfiles must be prepared in a 1/1 scale. 01

☑ **Color use** : Did you choose the correct color profile?
All print files must be prepared in CMYK, NO RGB colors accepted. 02

☑ **Outline** : Did you convert all the texts in outline?
All texts must be changed to curves or create in outlines. 02

☑ **Vector logo** : Is your logo a vector logo?
With a vector logo, we can scale it without losing quality. 03

☑ **File resolution** : Is the quality of your artwork in a good resolution?
The resolution of your pictures will define the printing quality. 03

☑ **Overprint**: Did you tick off the overprint attribute?
Don't use overprint attribute in your file. 03

☑ **Adhesive foil** : Do you want a special shape and/or a transparent adhesive foil?
Add 2 extra layers in your graphic file : Cutcontour &/or White_ink . 04

☑ **No linked files** : Did you link the pictures to the file?
All added elements need to be placed as an 'embedded element' and not 'linked element'. 05

☑ **Cutting lines and marks** : Don't add cutting lines or marks to the document!
By creation of your PDF, don't select these options. 05

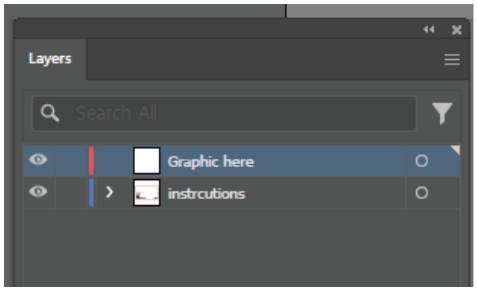
☑ **File types** : Did you save your file in PDF?
Only PDF files are accepted. 05

TEMPLATES

How do you use a template?

Download the template from our website : www.brandspot.be on each productpage.

- Open the file document in your DTP-software. The template instructions stay in a separate layer.
- Place all your elements in the graphic layer, take care of the safe area behind the red line.



Is your design ready?

Delete the template layer before saving your PDF.

Artwork size

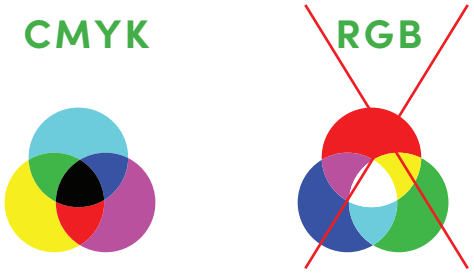
The printfiles must always be prepared in a 1/1 scale with the correct proportion and size (W x H, 100%) except when mentioned in the template.

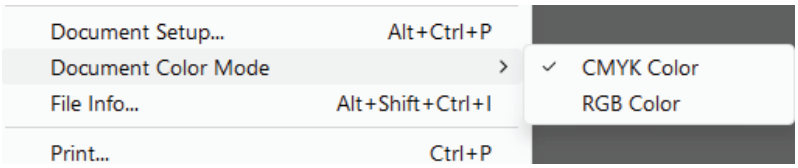
Printfile < 5m → scale 1:1

Printfile > 5m → scale 1:10

COLOR USE

Work & save your printfile in a CMYK color profile. We don't accepted RGB printfiles.
Attention, if some elements in the file are in RGB colors, these will automatically be converted into CMYK but can lead to a color difference when printed.





Attention!

- We print always the CMYK values from your printfile. Please check if the values are correct!
- The printed CMYK colors can be different from the colors on your screen.
- A printed color can have a different tone when printed on a different material or in a different print technology.

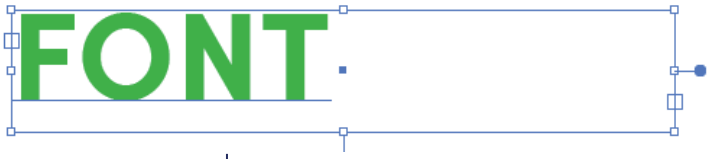


PRINTED BLACK BACKGROUND

By printing a black background we advice to use the CMYK values : 50/50/50/100.

OUTLINE

Convert always the fonts into curves before saving your PDF printfile.
To avoid pixellisation of the font and the use of a wrong font.



Font : Sofia Pro Bold



Font : Sofia Pro Bold
in outline

VECTOR LOGO & FILE RESOLUTION

Why should your logo be vectorised ? A vector logo can be scaled up or down without losing resolution and quality. In addition to being scalable, vector logos are easily editable.





By using images in your file, please keep in mind :
the colorprofile → convert the pictures from RGB into CMYK
the resolution → use minimum ppi. in table below:

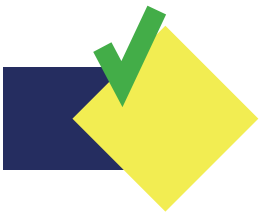
Size printfile	File resolution
Less than A4	300 ppi
Until 2 m^2	150 ppi
2 - 5 m^2	100 ppi
5 - 25 m^2	80 ppi
25 - 50 m^2	50 ppi
More than 50 m^2	30 ppi

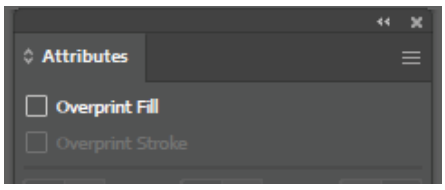
If the resolution of your image is too low for the printsize you expect, the image may look pixelated or blurry because it doesn't have enough details.

OVERPRINT

Overprints MAY NOT be used in files, Brandspot is not responsible for any errors in print caused by the use of overprints.

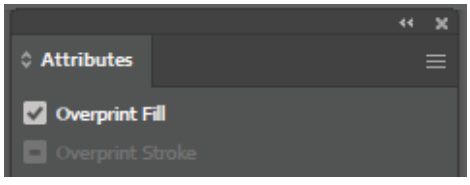
Without Overprint





With Overprint





It is important to check your documents.
With some software, overprinting (understood as "transparency") is set by default for certain objects.

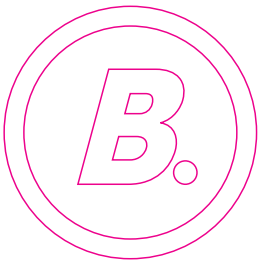
To avoid printing errors during production, we recommend to disable the 'overprint' option in your printfile.

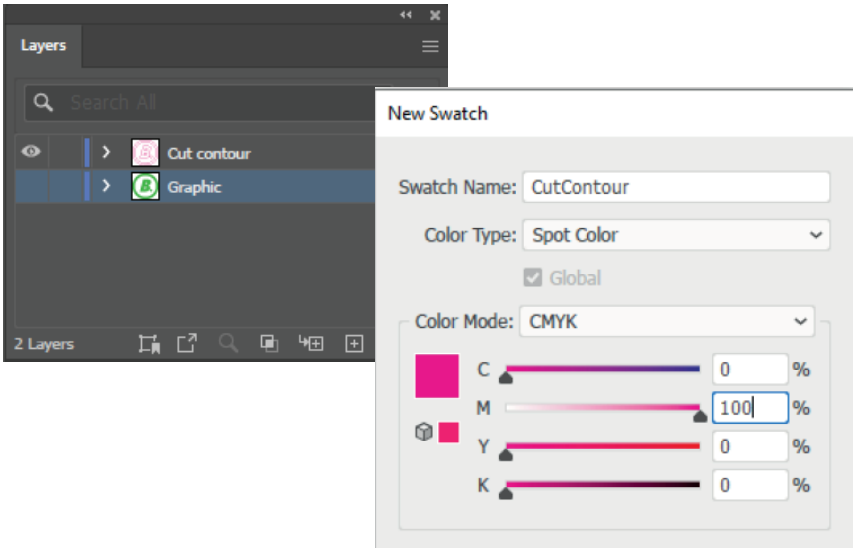
ADHESIVE FOIL

1. With cut contour

The Cut contour should be prepared on additional layer as a stroke and saved in the PDF file. The color of the stroke should be added to the color library as a spot color Magenta 0/100/0/0 and named 'Cut Contour' .





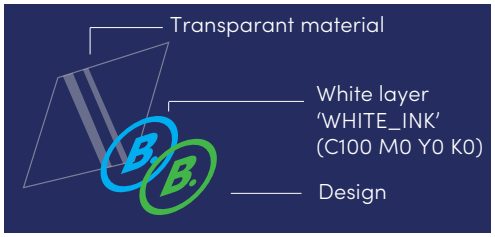


2. Tansparent adhesive foil

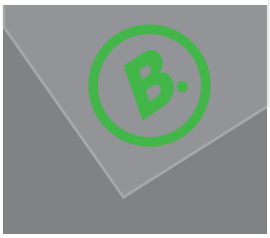
When printing on a transparent foil, you need to add a extra layer 'WHITE_INK' otherwise your design will also be transparent. This layer instructs the printing press to print a white ink to create opacity.

Printed **without** extra layer





Printed **with** extra layer

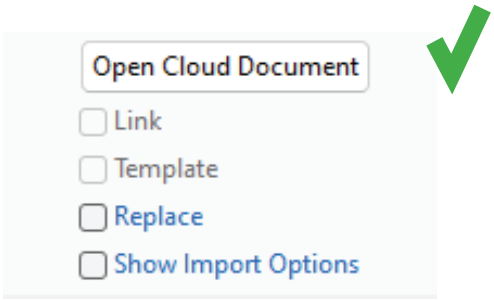


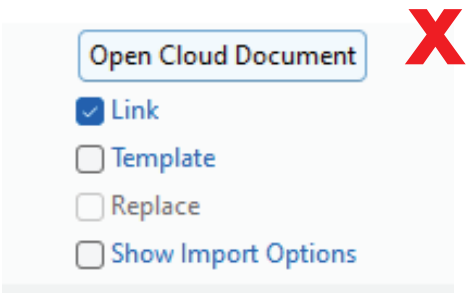
How should I do it in my artwork file?

- Add a new layer to your file. Place the elements that will be opaque white onto this layer.
- Create a new swatch Name "white_ink" and set the color type as Spot Color (C100 M0 Y0 K0).
- Your white layer should be on top of your artwork. Make sure the white layer is set to overprint.
- For each white element, click on the 'attributes' tab and either check the box for overprint 'stroke' for all white strokes or overprint 'fill' for all white fills

NO LINKED FILES

Don't link elements you want to place in your design (logos, pictures). By placing the elements disable the 'link' option.





CUTTING LINES, MARKS

The artwork may not contain any marks, cutting lines, artworkname or all other element that are not part of the design.





FILE TYPE

Do you gone over all the points and are you ready to forward your file?

Export your file: don't send the original file
→ only PDF files are accepted



Use a correct filename: Projectname_year_productname_filesizeWxH_version
→ Project2024_flexwallstraight_249x230cm_PRINT

We don't accept files heavier than 500 MB
→ You can send heavy files with dropbox or wetransfer.