Fullcircle

Artwork Guidelines

Please follow the artwork guidelines below.
If you have any queries, please do not hesitate to contact us.

Image Resolution

Image resolution should be a minimum of 150dpi at finished size, for example:

If artwork is supplied at half size then image resolution should be a minimum of 300dpi.
If supplied at quarter size then image resolution should be a minimum of 600dpi.

Fonts

All fonts should be included or embedded in files.
PostScript Type 1, OpenType, and TrueType fonts are supported.
Of the three formats, the newer OpenType fonts are the best choice.

Colour

All files should be setup as CMYK. The only exception to this is Lambda which can be RGB (for scans only) to give best results.

Be aware that some spot colours cannot be adequately represented using CMYK.

If a particular spot colour is required this should be indicated.
We will try to match the colour as close as possible depending on the print process. All critical colour matches are matched to their best possible interpretation for that specific output device.

Layout

When designing artwork that prints across multiple graphic panels, ALWAYS set up as one continuous layout. Allow FULL CIRCLE to create the splits. Work at full size wherever possible, however you may set your artwork up at any size as long as it scales proportionately to the final dimensions.

Accepted Software

We accept files created in the following software.

All Adobe Software, Latest Version upto Adobe CC & QuarkXpress Version 9
Adobe Acrobat Portable Document Format (PDF) - this file format can take the place of native application files.
The advantages are that PDFs are self-contained and if created properly, may eliminate many common prepress problems.
PDF files should contain embedded fonts, graphics, colour data and layout structure.
PDF files are somewhat editable and are more compact than native application file formats.

When creating PDF Files you should use PDF/X-3 or the PDF/X-4 format.

File Submission

Files can be submitted via established media, or by Electronic File Transfer.

Always use proper file import techniques: in InDesign "Place" and QuarkXPress "Get Picture" to establish external links. Using the Edit menu to "Cut and Paste" graphic files between programs may produce unacceptable results.

Embedded images are files that are placed into your document and then "locked" or embedded into your document so that the file is then self-contained and doesn't require additional files for output. Embedded files are unable to be edited; their resolution cannot be checked and colour cannot be verified prior to printing.

When sending files, where possible, include a pdf for reference of how you intend the design to appear - this can be low resolution.

When Printing Banners with Pockets

Remember when providing instruction for banners with pockets, be specific if you are providing either the size of the pole diameter or the size of the pocket, and whether the pocket will be inclusive of exclusive of the finished size.