

# bigredbanners

## Master Designer Guideline Sheet

### Software

We can accept files created in the following programmes:

Freehand MX2004 or earlier  
Adobe Illustrator CS3 or earlier  
Adobe In Design CS3 or earlier  
Adobe Photoshop CS3 or earlier  
Adobe Acrobat 8 Professional or earlier  
Quark Xpress 7 or earlier

We may be able to accept files created on other programmes if you can export them as a pdf document.

### File Creation

#### Document Size

Document size should be actual size if the software will allow. Otherwise half size or a quarter size. When you submit your file, please tell us which scale you have chosen.

#### File names

Be careful how you name your files because this can prevent us from recognising a file that works fine on your computer. To be on the safe side, only use letters and numbers. Don't use other symbols like dots, question marks or forward slashes in the title. Also don't have blank spaces in the title. Avoid overlong titles - keep names to a max of 32 characters. All files should have their correct file extension at the end (eg. Illustrator is .ai). This applies to all scans / digital pictures, not just the master files.

#### Allow for eyelettes

When considering your design please bear in mind that we will be placing eyelettes at 400 - 500 mm intervals around your banner. The eyelettes are approximately 10mm in diameter and are usually placed 10mm in to the banner. In order to avoid the eyelettes interfering with your design we recommend not having small text closer than 30mm to the edges of the banner.

#### Bleed

Please allow 20mm all round for bleed

#### Fonts / Text

Please ensure that all text is converted to vector paths. (Freehand calls this: 'Convert to paths', Illustrator calls this 'Create Outlines'). If we receive files where this hasn't been done we will not be able to guarantee the accuracy of the text.

#### Scans

Scans / Digital pictures should be supplied CMYK or greyscale. We prefer tiffs but eps and jpegs are also acceptable.

#### Picture resolution

Our optimum size for digital pictures is 55 pixels/inch at actual size. If you choose to supply us with a digital picture that has a lower resolution than this, we recommend that you check it by printing an A3 or A4 section of it at actual size and viewing it from the distance you expect to view the final banner. If you're happy with the print then you'll be happy with the final job.

#### Colours

We print CMYK. We do not print spot colours. Please ensure that if your file has spot colours (such as Pantone Colours) you convert them to CMYK. In order that you are not disappointed, we recommend that you work in CMYK from the start of your project. The problem with RGB is that you can create certain colours - vibrant reds, blues and greens that look quite different in CMYK. Please also be aware that every colour monitor and printer is calibrated differently. So the colours you see on your screen or on your print-out may be slightly different to the colours you see on your final banner.

#### Sending files to us

The maximum file size we can receive is 30MB. Before you send to us, please place your file in a folder along with any picture elements that are linked to your file. If you have a programme with a 'Collect for Output' feature, it's a good idea to use this to ensure that you only send us exactly what we need. For the folder title, just put the date as six continuous numbers (day-month-year with no forward slashes) followed by your name, ie. 140907JohnSmith. Finally, Stuff or Zip your folder before sending it to us using the 'Choose file' button on the Master Designer page.

#### General

Please bear in mind that when we receive your file we will assume that all the guidelines above have been followed and we will print the file as it is. We do not take responsibility for checking that the files we receive follow the guidelines above.