

## SPECIFICATION

guidelines for preparing print files

## ADVERTISING WALLS

This specification contains guidelines for preparation of printing files for custom printed products.

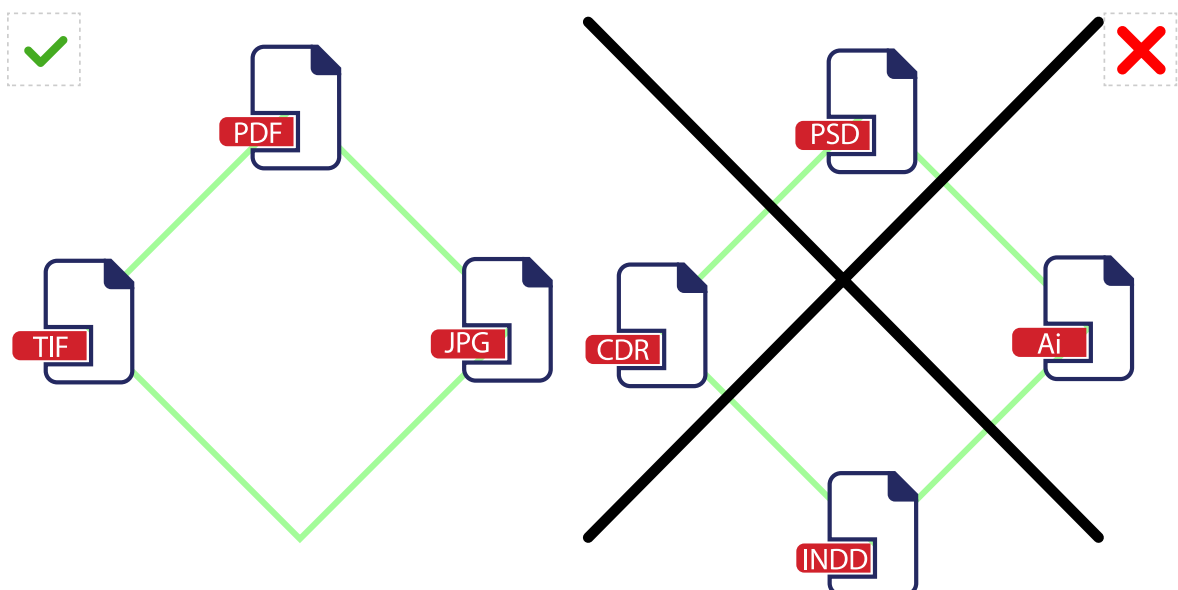
### 1. TEMPLATE

- 1.1. To create an artwork that will be printed on feather flag, please **download first the right template from our website [www.printing4europe.eu](http://www.printing4europe.eu)**
- 1.2. All templates are available for download at the online shop [www.print4events.eu](http://www.print4events.eu), on the product page. **Each advertising wall has its own individual template.**
- 1.3. The files that are not designed on the right template won't be accepted.

### 2. FILE TYPES

- 2.1. The print file has to be a finalized output file in **PDF** format (PDF 1.3 or 1.6), not password protected, or a **TIFF** file flattened to the background and saved with the LZW compression. We do accept the high resolution **jpg** files  
**We can not accept any open files such as: .ai,.cdr, .indd, .psd**

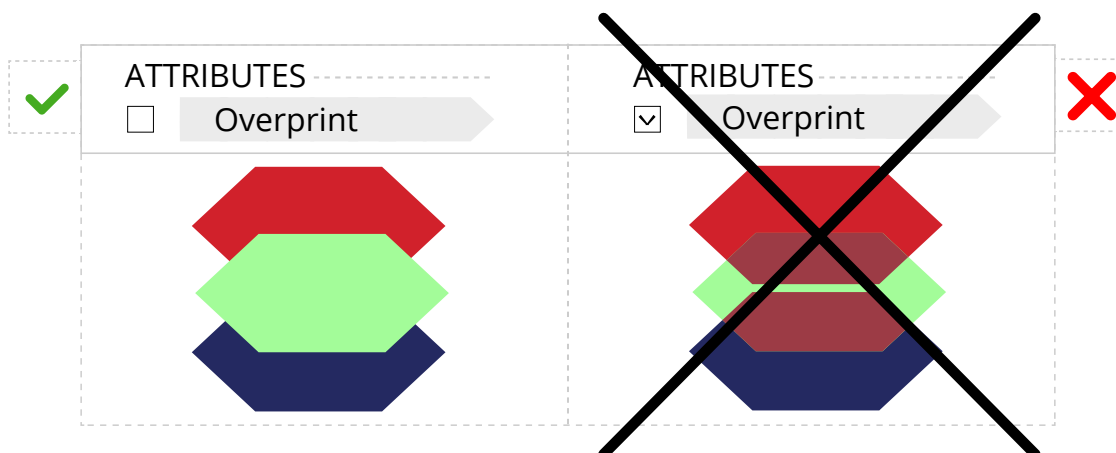
#### EXAMPLE 1



### 3. GENERAL SETTINGS

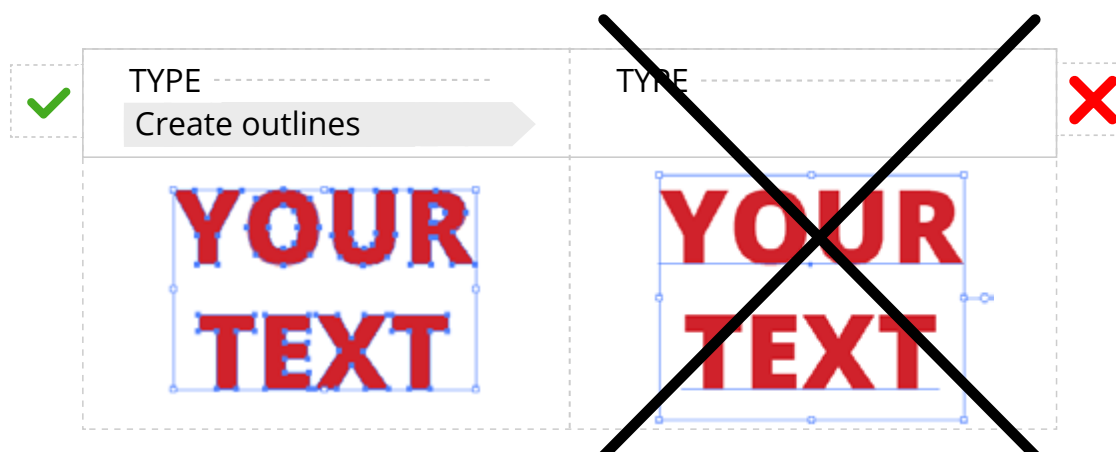
3.1. **Do not use the overprints** in your files. We do not take the responsibility for mistakes caused by use of this function.

EXAMPLE 2



3.2. **All texts** in the files must be **outlined**.

EXAMPLE 3



3.3. **All graphic elements** must be **embedded** in the file.

### 4. COLORS

4.1. The artwork must be prepared in **CMYK** color space.

4.2. If you are using black color in your file, please use the values: **C0 M0 Y0 K100** to obtain the the right saturation.

### 5. RESOLUTION

5.1. The print file should be prepared in resolution **72 - 150 ppi**

5.2. All the files should be prepared in **1:1 scale**, according to the right template

## 6. BLEED AND SAFE AREA

- 6.1. Each print file should include 5 mm bleed (it's already added on template). When designing the graphics you should keep the safe area that is ambedded in the template. Please design all the important elements such as logos, letters, etc. in the safe area to make sure that all of them will be printed and visible after finishing.

Before sending the file please delete the safe area contour and the texts (key) from the design or leave this elements on separate layer of the pdf.

### EXAMPLE 4



#### KEY

Graphics with bleed

Trim line

Safe area

#### ATTENTION

The Printhouse will not take responsibility for any possible mistakes in printing resulting from delivering the files that are not prepared according to the above specification.