



Artwork Guidelines for digital print

The following guidelines apply to artwork submitted for graphic production. Artwork should be sent to us on disk or by e-mail whenever possible.

- 1 We can accept .ai, .eps and pdf formats.
- 2 Any text should be converted to outlines or fonts sent with the artwork files.
- 3 Ensure any images embedded or links are CMYK not RGB.
- 4 Artwork needs to be CMYK or pantones or a combination. Bear in mind Pantones cannot be accurately reproduced with digital print and are converted to CMYK when printed.

Other important information on sending artwork:

- 1 Please include a printout with your disk.
- 2 Images must be at least 100ppi at actual size.
- 3 Label files with correct extensions such as: .ai, .eps, .tif or .jpg
- 4 Files can be compressed if needed using 'zip'.
- 5 Templates must be used for Flags, pavement signs, Chalkboards, D-lights, Pop-Up stands, Newscasters and Headliners.
- 6 If artwork is over 10Mb, please do not send via email, send via CD or FTP (for FTP details please contact our Art Department), or you can use www.mailbigfile.com
- 7 No artwork will be started or reviewed until payment is made.
- 8 Handed designs i.e. products with directional arrows or left and right views need each side sent as a separate file.
- 9 All artwork must be to size. We will not accept ¼ or ½ sizes.

Genite Ltd reserves the right to assess any artwork transmitted to us as unacceptable for our processes and quality standards. The Art Department will determine the usability of any artwork received and will inform you of any difficulties at the earliest opportunity to allow you time to resubmit usable artwork.

When sending art in any form, please send it for the attention of the Art Department, Genite Ltd, Gapton Hall Industrial Estate, Great Yarmouth, Norfolk NR31 0NW. Please call Lee Protheroe in our Art Department if you have any questions. Tel: 08452 571871 Fax: 08717 142168 E-mail: artwork@genite.com

June 2008