

Nomadic Display have produced this artwork guide to help you prepare and deliver your files for **large format** Inkjet printing. If you have any queries, **please do not hesitate to contact us.**

# Digital Preparation Guide

**Nomadic**  **Display**®

We can accept artwork sent via the following media:  
CD-R / DVD-R / Portable USB Flash disks etc.

**E-mail. We can only receive emails under 5Mb!!!!**

Nomadic FTP Site - we will supply instructions via email.

Your FTP Site - please supply FTP Address, Passwords, Username and filename etc.



HP Designjet L65500

Note: we are a Mac based studio our 2D department software applications include:



Adobe CS4 InDesign, Illustrator, Photoshop and Quark Xpress 8, if you can't supply artwork in the afore mentioned applications contact us to discuss your options.

When supplying artwork please ensure that you have included all associated and 'linked' files, ie. you should 'package' or 'collect for output', otherwise there may be a delay in production. Please provide a **hard copy (laserproof)** of your design with sizes clearly marked, also supply your full contact name, your company name, address, telephone number and a lores PDF proof.

**Ensure you have been supplied with a dimensions guide for your stand/s from us.**

InDesign or Quark should be used for overall layouts. **Scale your artwork** to 1:10 scale (ie. 10%, divide by ten) or 1:4 scale (ie. 25%, divide by four), no physical artwork bleed is required around the artwork layout canvas unless specified by us.

We cannot guarantee an exact match to Pantone references, supplied colour proofs or brochures. If a request has been made for a match, we would strongly recommend a colour test.

**Pantone Coated** references where used should be left within the artwork pallets window so that we are able to retain any corporate or branding colour match (we will convert Pantone colours to CMYK). You must ensure the same colour reference or CMYK mix is consistent in every application.

Text and Logos in Photoshop may pixelate to avoid this we recommend that a '.psd' or Photoshop layered file is supplied. Vector logos (points and paths logo) should always be supplied ie. Illustrator. eps, Freehand.eps, in editable format. Photoshop / Pixel logos may soften or pixelate at full size.

Position your key elements at **eye-level** (ie. usually the top two thirds of a typical stand), avoid too much copy remember it's not a leaflet! Avoid small copy over panel breaks, this can cause registration problems. Most 'Endcaps' are **curved**, keep text within the visual area. Keep linked designs in one piece (see example p.2) ie. don't split up the panels if they have a linking graphic, please use guides to indicate panel breaks.

**Additional studio charges will be incurred on artwork that requires amending or arrives late.**



Hires PDF files



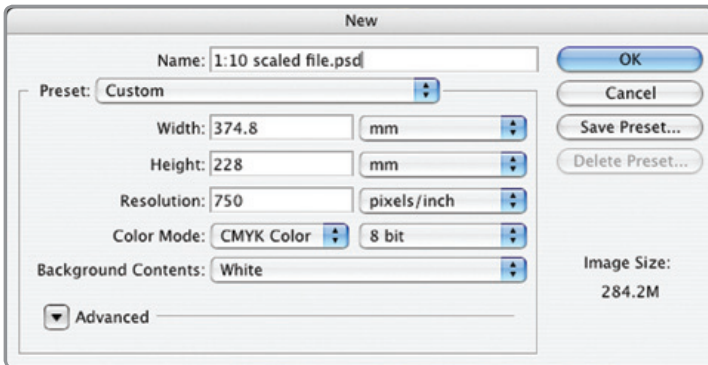
We do not promote or officially request this route for hires artwork.

We strongly recommend that the full artwork is supplied and that pdf files are supplied only as digital proofs (basically it is not possible for us to check the overall file structure, as a result we can not guarantee file integrity and final output). Extra charges will be incurred for any artwork amends that our graphics department have to undertake. 'Hires Pdf's' are supplied to Nomadic with a warning, what you see is not always what you get!

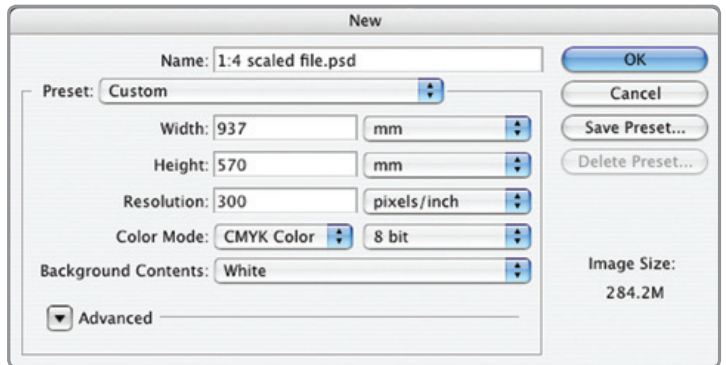
**We are unable to guarantee successful output of hires pdfs therefore supplied pdfs will be issued with a disclaimer from Nomadic to the end client.**

**Photoshop file sizes** for our CMYK Inkjet process should be approx. 34Mb per square metre (see examples below). If your image is not to a high enough quality you may end up with a soft/grainy image, and very low quality images may pixelate, if possible avoid file compression (ie. JPEG etc) or use 'highest quality' setting. DO NOT scale picture files at more than 100% in the Quark or Indesign layout.

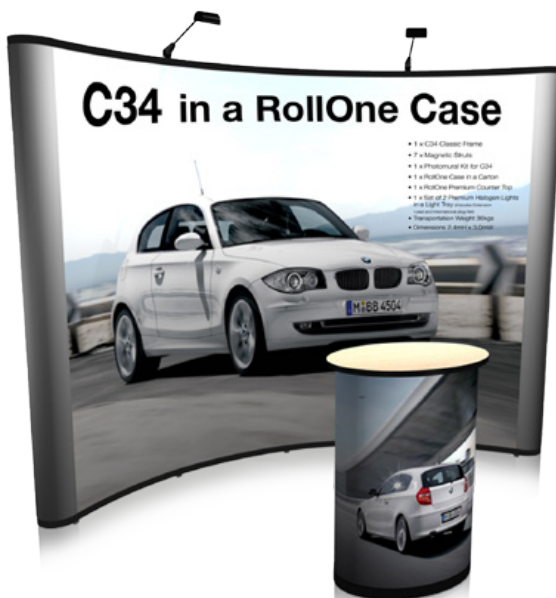
Example- Here we have an overall C34 stand background including endcaps using Photoshop we would use either of the following formulas. (1:10 scale is good for very large stands).



10% (1:10 Scale) Photoshop Canvas (750dpi)



25% (1:4 Scale) Photoshop Canvas (300dpi)



Example 284Mb background image with no bleed saved as a CMYK TIF, covering x4 main panels and x2 endcaps.

(note: image size is equal to approx 34Mb per square metre)

[www.nomadicdisplay.co.uk](http://www.nomadicdisplay.co.uk)

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