



# Artwork Guidelines

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# Templates

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We have templates for most of our common products and these can be located on the website [www.northernflags.com](http://www.northernflags.com). Search or browse the product and specification you require and scroll down to near the bottom of the screen. Here you will see the Artwork Templates and Downloads Tab.

Select the template to download the PDF which has been created in Illustrator

**Description**

**Technical  
Specification**

**Artwork Templates  
and Downloads**

- [Artworking FAQs.pdf](#)
- [AVE001 Standard Knitted Polyester 70x190cm To Scale.pdf](#)

You can also contact our Estimating team to email you the template required.



# Size

## Document/Artboard Size

When creating your document/artboard size, the most important thing to remember is that your artwork should be setup at an equal proportion to the print you are ordering.

Ideally setup your size to the Finished Size however sometimes you may need to setup at a smaller scale, such as half-scale or quarter-scale as this can reduce file size.

Due to application and PDF limitations I would recommend if your artwork finished size on either dimension is over 4500mm then create at a smaller scale.

Adobe software and PDFs have an in-built limit of 5080mm for either width or height. However, some software (such as CorelDRAW), allow the creation of document/artboards beyond this size. Unfortunately, this will cause issues and may not print as desired so please avoid this.

For instance, a 4.5m x 2m artwork could be created like so:

Scale	Artwork Document/Artboard Size
100%	4500mm x 2000mm
50%	2250mm x 1000mm
25%	1125mm x 500mm
10%	450mm x 200mm

To calculate the document/artboard width and height you'll need for a smaller scale, simply take your full-size measurement (eg. 4500mm) and multiply it by your desired scale. We've included these below:

Scale	Fraction
50% - Half Scale	0.5
25% - Quarter Scale	0.25
10% - Tenth Scale	0.1



# Bleed and Safe Area

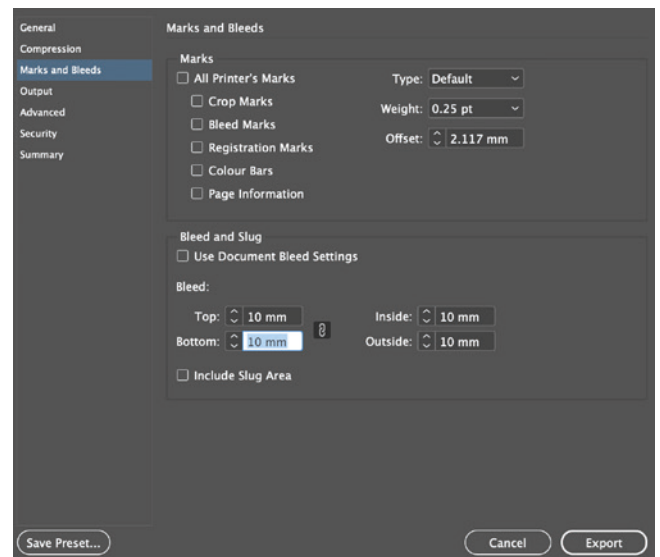
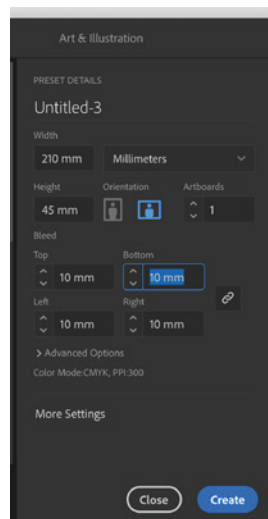
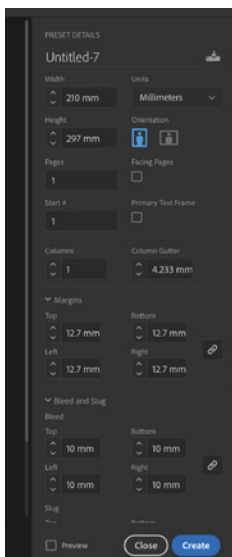
## Bleed

All artwork should have 10mm bleed supplied past the document/artboard size

InDesign Document Setup

Illustrator Document Setup

Export as a PDF with Bleed



For Tension Frame Graphics, Lightbox Graphics and Stretch Fabric, artworks must be supplied with at least 20mm bleed.

Crop, Tick & Bleed marks should all be outside the bleed area.

## Safe Area

Most templates have a guide for the safe area however for products without a template the vast majority of our products, we stick to the standard on safe zones which is 20mm in from the finished edge on each side. There are a couple of products which should include a larger safe zone and they are as follows:

FLEXi Range - Safe Area is 100mm from edge

Products with pockets - Safe Area is 25mm in from flat pocket stitch area

Roller Banners - Safe Area is 20mm in edges and from visual area (2000mm height)

Products with Hems - Safe Area is 20mm in from stitched/welded hem area



# Colour

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We don't check documents for colour set-up, and automatically convert all RGB documents into CMYK. This can cause some variations in colour, so we recommend that you set up your design software in CMYK where possible.

The RGB spectrum is much larger than CMYK. This makes it difficult to create a consistent quality of print within an RGB spectrum, as the variations can also differ between different printing presses. CMYK ensures a high standard of print quality, and no variation of colour during the print process.

Our design software, production RIP software all aim towards Fogra 39L standard

## **Pantone Colours**

If you wish to use any Pantone colours, these must be included as colour from the latest Pantone Coated Library in your artwork and we request that you inform us which colours you wish for us to match to. Pantone colours present in artwork will be converted to CMYK by our pre-press team

## **Overprint**

Please beware of setting any text or objects to overprint. As we do not proof-check artworks before printing, overprinted objects can cause serious issues and may only be noticed by you when you receive the finished item.

## **Rich Black**

To achieve the richest, deepest black possible in your artwork, we recommend using CMYK values of 50%C, 50%M, 50%Y, 100%K. If 100%K alone is used, the richness of the black may not be satisfactory, we will always try to convert to the rich black where possible.



# Fonts

While artworks saved as PDF will often not cause any font issues, we request that you outline any text before sending your file(s) to us. This is usually necessary when using fonts with restrictive embedding licenses or if your design software does not natively export to PDF.

The native application should support outlining fonts.

## InDesign

Type	Object	Table	View	Window
Font				▶
Size				▶
✓ Character				⌘T
Paragraph				⇧⌘T
Tabs				⇧⌘T
Glyphs				⇧⌘F11
Story				
Character Styles				⇧⌘F11
Paragraph Styles				⌘F11
<b>Create Outlines</b>				⇧⌘O
Find Font...				
Change Case				▶
Type on a Path				▶
Notes				▶
Track Changes				▶
Insert Footnote				
Document Footnote Options...				
Insert Endnote				
Document Endnote Options...				
Convert Footnote and Endnote...				
Hyperlinks & Cross-References				▶
Text Variables				▶
Bulleted & Numbered Lists				▶
Insert Special Character				▶
Insert White Space				▶
Insert Break Character				▶
Fill with Placeholder Text				
Show Hidden Characters				⇧⌘I

## Illustrator

Type	Select	Effect	View	Window
More from Adobe Fonts...				
Font				▶
Recent Fonts				▶
Size				▶
Glyphs				
Convert To Point Type				
Area Type Options...				
Type on a Path				▶
Threaded Text				▶
Fit Headline				
Resolve Missing Fonts...				
Find Font...				
Change Case				▶
Smart Punctuation...				
<b>Create Outlines</b>				⇧⌘O
Optical Margin Alignment				
Insert Special Character				▶
Insert WhiteSpace Character				▶
Insert Break Character				▶
Fill With Placeholder Text				
Show Hidden Characters				⇧⌘I
Type Orientation				▶
Legacy Text				▶



# Resolution

You will need to prepare your artwork to certain PPIs depending on which products you are purchasing.

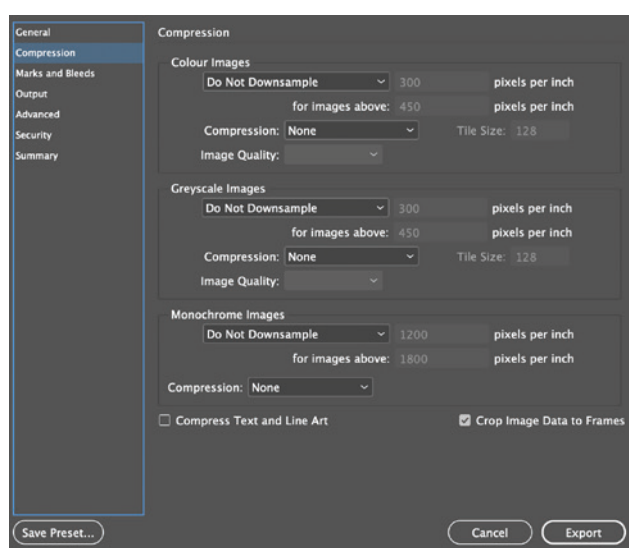
At Finished Size:

- For standard products/small format, we require 300 PPI
- For large format, we require 150 PPI
- And for hemmed banners and super large format, we require 72 PPI

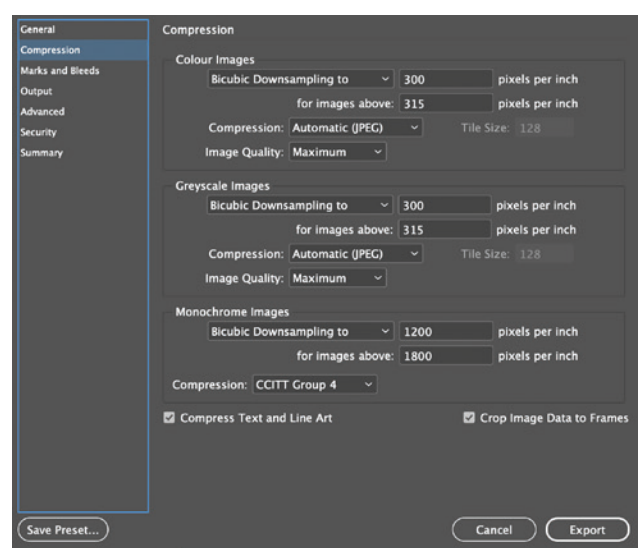
For large backdrops and large floorings supplied in sections etc the PPI may be reduced to achieve a more manageable file.

When exporting as a PDF please make sure you choose the correct PPI and compression downsampling

## No Compression and Downsampling



## Compression and Downsampling to 300ppi







# Cutters

## Cutters and Creases

Artwork to be shape-cut should contain a clearly visible path that we can use.

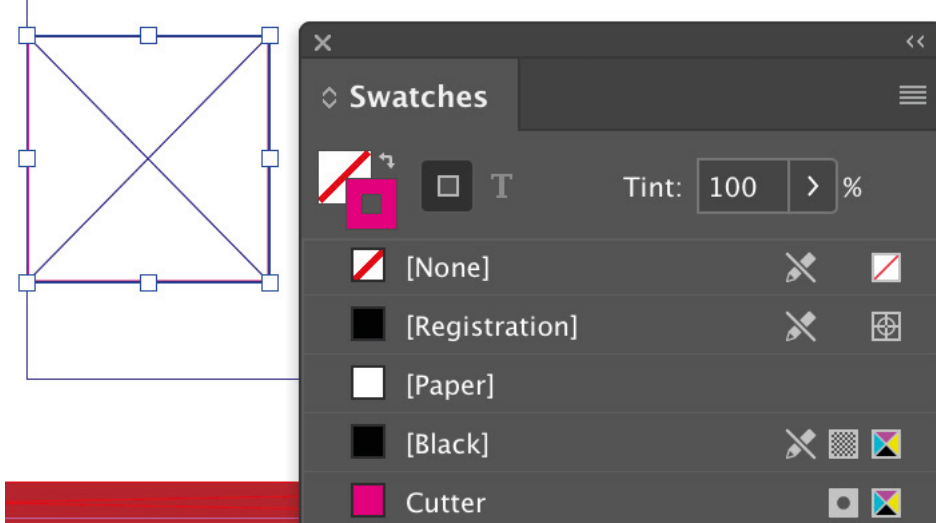
Each cut or crease path must:

Be vector (one continuous path)

Be a stroke

Be setup as a Spot Colour named, Cutter and another named, Crease

Be overlaid on top of your design (not in a separate file/page/artboard)



If you would like us to create the cut path for you, a charge will apply for each shape cut required. For any paths we create for you, we will provide a proof before printing.

The Cut Path is not printed and so isn't visible when reproduced.

Please Note: Cuts containing a high level of intricacy may need to be simplified and/or will lose accuracy on thicker materials such as our Foamex, Correx, Dibond.



# Saving & Exporting Your Artwork

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## File Formats

We prefer artworks to be supplied in PDF format, though we also accept Illustrator EPS, AI or Packaged InDesign documents

## Bleed & Crop Marks

When exporting your print-ready file, make sure you include your previously added bleed as well as crop marks. These will ensure the cut position of your design is correct.

## Design Separation

Each design should be either a separate file (preferred), or a separate page within a PDF.

## File Naming

Each design/file should be named to include the width and height of the design, a brief description, output scale size as well as a quantity such as:

4500x2000mm - Hotel Banner - OUTPUT 100 - x4.pdf

## Check It

Once you have exported your print-ready file, we strongly advise opening and checking it yourself before sending it to us.

By checking the file, you'll be able to quickly recognise any errors and rectify them before sending the file to us. Please note, if we receive artwork containing any issues or problems, this can delay your dispatch date.

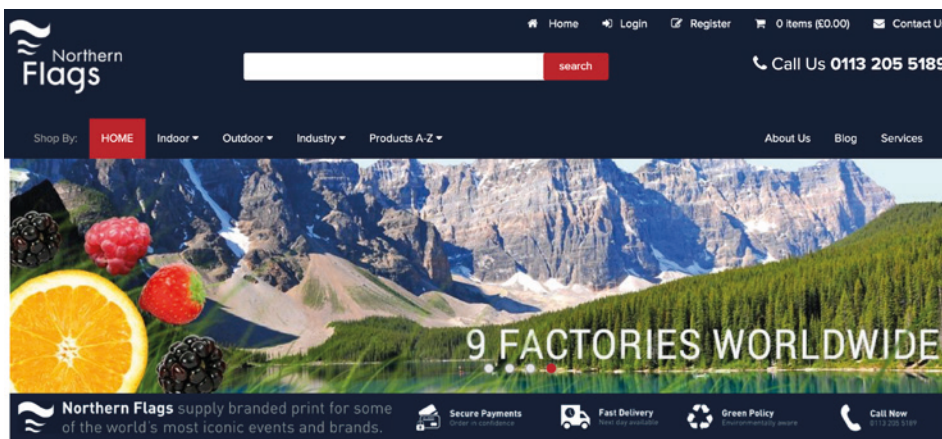
## Have Some Questions?

If you'd like to contact us regarding your artwork, please email our studio team, [design@northernflags.com](mailto:design@northernflags.com) or call us on 0113 205 5180 and ask to speak with a member of our studio team.



# File Transfer

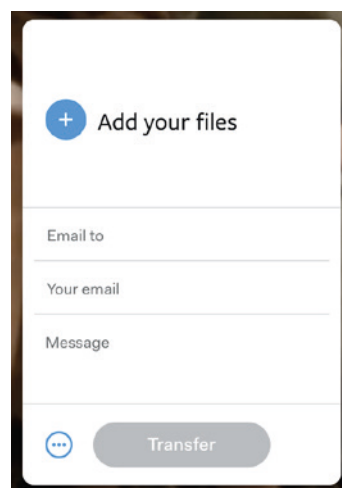
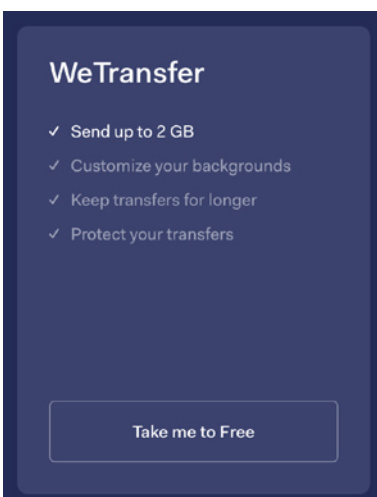
For standard products and templates you can use our online shop at [www.northernflags.com](http://www.northernflags.com)



For bespoke products and projects you can use either of the following options:

File Sizes less than 10mb can be sent via email to your estimating contact or through the email address, [sales@northernflags.com](mailto:sales@northernflags.com)

File Sizes more than 10mb, we would suggest you use the free File Transfer Protocol, <https://wetransfer.com>





# Notes

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Northern Flags will apply all finishing marks, extra material for hems, pockets and overlaps

Northern Flags will supply a PDF Proof specification prior to print unless otherwise stated