



## Artwork Guidelines

### File Formats

- a. Beith Digital requires artwork files to be supplied in the following formats; PDF (print-ready) or open files; AI, INDD (packaged with fonts and links where applicable) PSD (not PSB), TIFF.
- b. We do not accept the following formats:
  - *CorelDraw* (CDR) due to version conflicts, unless a print-ready PDF has been exported from the software and adheres to the requirements below.
  - *Freehand* (FH), since the software is discontinued and does not adhere to updated standards.
  - Any *CAD* type exports, DWG, DGN, 3DS etc.
  - PNG, as it is natively RGB and cannot be saved as CMYK
  - Any formats not associated with *Adobe* PDF or compatible with the *Adobe CC* design suite.

### Resolutions

- a. The digital printing and OOH industry work in a *Height x Width* format (unlike conventional *Width x Height*) please ensure that if a file name has the size that it would read as such.
- b. All sizes to be indicated in millimeters.
- c. **Scales and limits:**
  - *Adobe* PDF generally has a +-5 000 x 5 000mm page size, and all files need to be supplied within this limit. For files that exceed the size constraint, scales would have to be implemented. Common scales are 10% (1:10), 25% (1:4) and 50% (1:2). Please note that 33.3% (1:3) and 66.6 (2:3) are not reliable scales.
  - 300dpi (ppi) is an industry standard but be aware that this resolution can only be applied up to 2 500 x 2 500mm due to the image (raster) limit of 30 000px across and down.
  - Below is a graph of scales and image resolutions within their limits.

Size (mm)	Setup Scale	Export dpi	True dpi	Viewing Distance
2 000 x 2 000	100%	300	300	<i>Close</i>
5 000 x 5 000	100%	150	150	<i>Close</i>
7 500 x 7 500	50%	200	100	<i>Moderate</i>
10 000 x 10 000	50%	150	75	<i>Moderate</i>
20 000 x 20 000	25%	150	38	<i>Far</i>
40 000 x 40 000	10%	150	19	<i>Very Far</i>

- When doing billboards, all scales can be 10%, as these prints are usually moderate to very far viewing.
- When using TIFFs as links, they can be saved with LZW compression selected to reduce the file size and still preserve the integrity of the file.
- When using Photoshop links, please ensure they are PSD and not PSB. PSB gets created when a PSD is larger than 2GB or the px size exceeds the 30 000px threshold. These files cause export problems and may even crash or corrupt a print PDF. Print files should always be under 1GB.

## Prepress

- a. The following list is a series of attributes to look out for when sending files to print, some may cause critical errors and undesirable results if not followed correctly:
- Please always supply files with bleed (When scaled at i.e. 10%, 10mm becomes 1mm)
  - When a print is going into a frame, please use a live area i.e. if a print is 1 000 x 500mm and goes into a snapper frame, then all vital information and logos must fit within a 950 x 450mm live area.
  - Below is a graph of common *Bleed* and *Live Area* examples (these sizes are generic and may change with custom frame specifications):

Type	Size	Add Bleed	Bleed size	Add Live Area	Live Area Size
<i>Decal</i>	300 x 500	+10	320x520	-10	280 x 480
<i>Poster</i>	841 x 594	+5	851x604	-10	821 x 574
<i>Bus Shelter</i>	1 800 x 1 050	+10	1 820 x 1 070	-30	1 740 x 990
<i>Wallpaper</i>	2 400 x 5 000	+25	2 450 x 5 050	-50	2 300 x 4 900
<i>Signboard</i>	1 000 x 2 000	+25	1 050 x 2 050	-50	900 x 1900
<i>LightBox</i>	850 x 2 000	+25	900 x 2 050	-50	750 x 1 900
<i>Billboard</i>	4 500 x 18 000	+60	4 620 x 18 120	-100	4 300 x 17 800
<i>SpiritFlex</i>	2 500 x 7 000	+100	2 700 x 7 200	-100	2 300 x 6 800

- Please ensure that the trim/crop mark function is turned on when exporting a PDF with an offset of 4/5 of the bleed (20mm bleed = 16mm trim offset).
- No other annotations are required like color bars, registration marks and names.
- When supplying PDF, please export to a *X1a:2001* preset to ensure that all elements are made print ready and converted to CMYK.
- For a more advanced approach, *x4a:2008* files are welcome, provided all elements have been converted to CMYK pre-export and the use of transparencies and lens filters have been used correctly.
- When using *Pantone® Spot Colors*, please only refer to the standard *Coated* chart (i.e. *Pantone® 485 C*). Custom spot colors cannot be matched without a physical reference.
- Please ensure all true blacks are composite to ensure a richer tone when printing, a common combination is C,40 M,40 Y,40 K100.

- Please avoid using *Overprints* as lens effects as well as on normal artwork elements, especially white, as this will disappear when printed.
- When supplying die lines, please supply on a separate page as a spot color with the name *DieCut*, *Cutline*, or anything indicating its purpose.
- Ensure that all contour cut files have sufficient bleed following the cutline (3 to 5mm should suffice).
- If fonts are not to be supplied, please ensure that text are converted to paths.
- If links are not supplied, please ensure they are embedded within the supplied file.
- Please do not distill print PDFs or convert to EPS once it has been exported, page data will be lost and would require additional processes to prepare for print.

For any queries, please do not hesitate to contact Gideon Burden (DTP Manager).

Tel: 011 555 5700

Email: [Gideon@beith.co.za](mailto:Gideon@beith.co.za)