

SIGNAGE DATA SHEET

Creation of files for printing



All files must be saved as HD PDF.

When saving files, exporting from specific software (Indesign, Illustrator, Photoshop...) should be preferred. Exporting from office software should be avoided (Word, Powerpoint, Paint...) rator, Photoshop...).



The file must be homothetic to the desired final format. It can be 1.1/2, ¼, 1/10 scale... The files must be prepared in visible format.

If you need overhangs (perimeter for staple), they must be included in the format in the work plan (ex. visible file 1000X1000m + perimeter 10 cm = file 1200 x 1200mm)

Cutting lines and bleeds are not useful.



Files must be exclusively in CMYK. Pantones are accepted but will be printed with their CMYK equivalence. Please note that there may be a difference in hue when converting. Do not use registration ink as a colour.



In order to keep an optimal quality for printing, you must be careful with the resolution of your files: 150 dpi for files at ½, 300 dpi for files at 1/4, 720dpi for files at 1/10. It is not advisable to go below 720dpi for 1:1 scale. The higher the resolution, the better your image will be. 300dpi at scale 1 ensures optimal quality.



Beware of backgrounds with a lot of vectors. In this case, it is better to pixelise them. To be sure that your file will not be altered in any way, remember to flatten the transparencies and embed the images. Limit the use of overprinting in your files.

Creation of files for printing



Remember to vectorise the fonts when there are no changes to be made and provide us with files such as signs.



If you want a file with a specific cut-out, you have to create an outline. The outline must be 0.2pt at scale 1 and the colour must be a direct tone called "cutting". To create this direct tone, go to "colour chart" -> "new shade". Name of the shade: cutting/ Type: Direct tone / Mode / CMYK.



For a white print (on a transparent or tinted material), a direct background colour called "white_ink" must be used, which must be fully vectorised for a better result.



Try to keep your files as small as possible, they should not exceed 350 MB. A file that is too large does not necessarily mean that the quality will be optimal. Unchecking the editing functions often saves weight.

NOIR

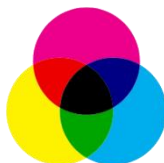
When printing a solid black background, a CMYK of 30/30/30/100 should be used. A 100% black (0/0/0/100) will appear duller and increasing the other colours to more than 30 would only result in unnecessary ink surpluses.

Files for large format printing

Vector files

It will be necessary to provide files that meet the following conditions:

- ☐ All effects and filters should be decomposed
- ☐ Transparencies and merges should be flattened to good resolution
- ☐ Fonts should be vectorised
- ☐ Please check that you do not have any overlay objects in your illustrations.



- ☐ **Flatten the illustration and unlock the layers**
- ☐ Please save your files in CMYK colours and in HD PDF format (High Definition, PDF x3 or 4 standard for example).

Bitmap or image files

Files must meet the following conditions:

- ☐ Images must be flattened
- ☐ The colours must be CMYK
- ☐ The definition of the image must be 100 to 150 dpi on a scale of 1 for visuals of less than 1m2, 70 to 120 dpi for visuals of more than 5 m2.
- ☐ **Flatten the illustration** and unlock the layers
- ☐ Please save your files in HD PDF format (High Definition, PDF X3 or 4 standard for example).

Files for large format printing

Composite files (vectors and bitmaps)

Files must be provided meet the following requirements:

- ☐ The requirements for vector files must be respected.
- ☐ Those of bitmaps or image files too.
- ☐ Be careful when importing images into the vector document : do not enlarge them by more than 130%.
- ☐ **Flatten the effects and the montage.**
- ☐ Integrate the imported images.
- ☐ Please save your files in CMYK colours and in HD PDF fromat (high Definition, PDF X3 or 4 standard for exemple).

Usable format :



Photoshop



Illustrator



Acrobat PDF

No-usable format



Word



Powerpoint



Excel

Or other Open Office format

To finalise & size my files

Colours:

For no-surprise colour results :

- ☐ No screens with colours below 10%.
- ☐ Load the blacks, the blacks C 0 / M 0 / J 0 / N 100 will make dark grey, rather use C 20 / M 20 / J 20 / N 100. Do not overload either (C 100 / M 100 / J 100 / N 100).
- ☐ Avoid using a total of 300% for your colours so that they do not come out black when printed. Think about optimising your mixtures.
- ☐ Transforming your Pantone or RAL colours into CMYK.
- ☐ Avoid RGB colours at all costs.

Bleed & quiet areas

To avoid white borders or truncated visuals

Definition of a bleed & a quiet zone

- ☐ The bleed goes around the edge of the visual, it is extra material that should not contain any information. It is used to ensure the continuity of the visual during printing, finishing or installation. It varies according to the media and their destination.
- ☐ The safety zone or quiet zone is located in the visual, it serves as a buffer zone in case of a shift in the printing, cutting or placing of your visual. It should not contain any important information (logo, slogan, texts...)

For coated fabrics, tarpaulins or mesh

- ☐ The lost edge is 10 cm rotating (for the fixing of the visuals on the wooden frames.
- ☐ The recommended safety zone is 5 cm (this is a manual installation, the size of the frames can vary by a few centimètres, hence the safety zone).

In case of different recommendations, the information will be relayed to you by the project manager

To finalise & size my files

For adhesive / repositionable / one way / high tack...

- ☐ The lost edge is 1 cm rotating (to avoid white on gluing).
- ☐ The recommended safety zone is also 1 cm.

For direct printing on PVC or aluminium

- ☐ Allow 0,3 cm of bleed when the visual touches the edges.

In case of different recommendations, the information will be relayed to you by the project manager

Finalising your files

Options and makers to be included or not on your files | Provision of executables

- ☐ **Do not include swallows, marks or target** of silkscreen or cromalin.
- ☐ Avoid annotations in corners or at the bottom of files.
- ☐ **Integrate your bleeds into the format of the visual** rather than using the bleed settings in page layout software...

For example, for a 3000 X 2500 mm coating, make a finished file of 3200 X 2700 mm

As a reminder, please :

- ☐ Flatten your transparencies and effects.
- ☐ Vectorise your texts.
- ☐ Remove your overprint options (black printing problem, white disappearing).
- ☐ Import the HD visuals in your PDF montages.

WARNING:

No-conformity of the files received will delay their production, with the risk of not being able to print them in time, or of penalising budgets by **incurring graphics costs**.