

## How to prepare your graphics files

### Type of file

Files for printing must be submitted in :

- PDF
- TIFF
- EPS fully vectorised
- AI with embedded files

### Fonts and visuals

All text must be vectorised and all visuals incorporated into the file.

### Colorimetry

Your print file must be produced in CMYK (**C**yan / **M**agenta / **Y**ellow / **K**ey).

If you have a specific colour requirement, you need to provide the CMYK values or a Pantone reference, indicating the CMYK correspondence.

(RGB should be proscribed as we cannot guarantee the colours when printed).

### Resolution

We recommend using files to scale 1, i.e. at real size.

Your visual resolution must be at least 150 dpi at 1 scale or 300 dpi at ¼.

However please check that your visual are suitable for the desired size.

### File name

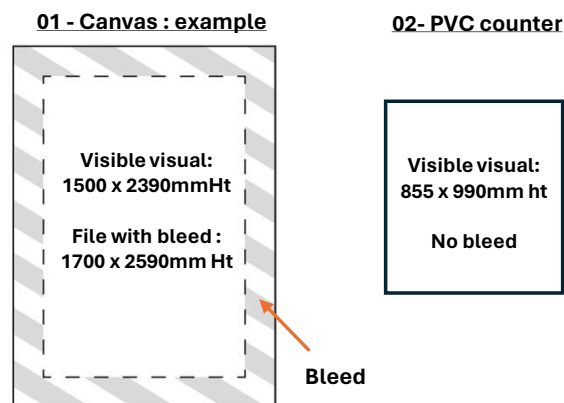
The name of your file(s) must contain :

File name, reference number, dimensions and scales.

Example : DossierAlpha\_refA\_1000x2500\_ech1-4.pdf

### Bleed

- For **printed canvas**, the bleed or margin must be **100mm** around the edge. The bleed is a margin around your visual, in the colours of your graphic composition or neutral, which must not contain any information.
- For **flat adhesives**, the bleed must be **20mm** all round.
- For **printing on PVC** used for counter fronts, or any other rigid substrate, **no bleed** is required.



### Lightbox

We advise you to use bright colours and avoid pale colours, so that your visual is luminous. For lightbox canvases, the bleed is 75mm.

### Your contact

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