

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 / **B**lack).

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 :

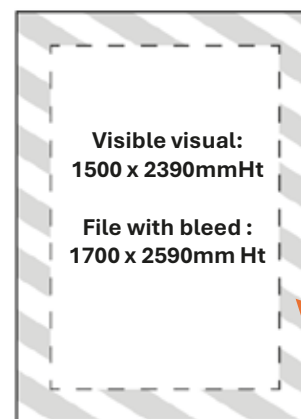
File name, reference number, dimensions and scales.

Example : DossierAlpha_refA_1000x2500_ech1-4.pdf

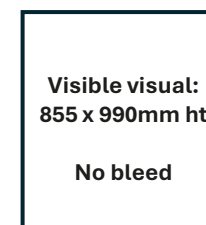
Bleed

- For **printed canvases**, 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.

01 - Canvas : example



02- PVC counter



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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