



## INTRODUCTION

This simple document tells you how to set up your files to ensure fast and problem free output of graphic panels.

Wherever possible, please use our downloadable Quark Express and Illustrator templates and additional datasheets, which are available for most of the products we sell. These can be sent to you by e-mail.

We are also able to accept artwork in Adobe Illustrator, Quark Express, Photoshop, Freehand and Indesign.

Please produce artwork in conjunction with the following guidelines - liability will not be accepted if these guidelines have not been followed.

Please provide a hard copy proof with your artwork.

Please call us for an order reference number before posting your artwork and hard copy proof to the graphics studio. If you would prefer to send by ISDN or FTP, please let us know.

## HOW TO CONTACT US

To discuss your requirements or track progress Call us on **020 8530 4728**

Or e-mail [sales@thelondondisplay.co.uk](mailto:sales@thelondondisplay.co.uk)

## Resolution of images in your artwork



Too low and the print will be pixillated



72dpi at finished size of PRINT

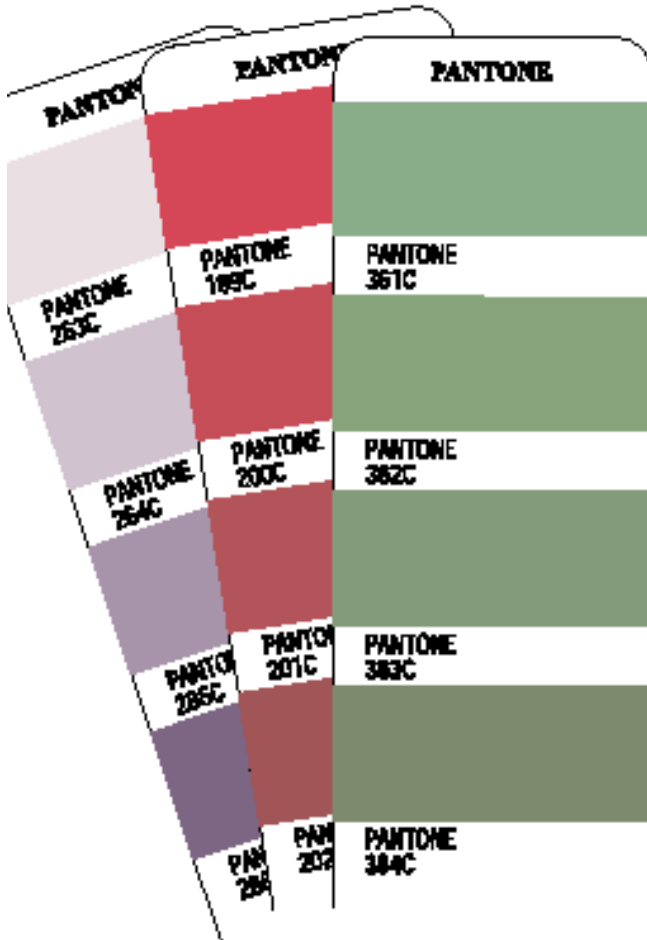


Res'ing up softens the image  
'and can only be used sparingly

**72** dpi

at the finished print size or 200dpi on a quarter size document  
if the scan is quarter size (minimum)

# Colour Matching



All matching is done under daylight matched lighting to a method certified in our ISO9001 procedures.

Pantone's

Please note that our large format inkjet printing uses a process colour system utilising 6 colours. The advantage is large, high impact, full colour graphic panels. The disadvantage is that Pantone colours cannot be printed in their specific solid colours although in most cases an excellent result can be obtained with the process system.

When you have a colour that is particularly important, advise us and leave it as a specific pantone number. **DO NOT CONVERT IT TO CMYK.** Whilst this may give you the result you seek in Litho printing, it most likely won't in inkjet.

The first Pantone match is free subsequent one incur a small charge (Please ask us for further details).

Matching Brochures, letterheads etc.

Just because you have specified your brochure to appear in a Pantone colour doesn't mean it matches precisely a Pantone colour chip. It may be Litho printed in one, specific colour or probably made from CMYK. It may appear different depending on a number of factors including the paper stock and density with which it is laid down.

If you would like your graphics to match as closely as possible to your corporate literature (or any other item for that matter) please send the item itself.



# Proofing

Proofs are completed on the specific RIP station and printer your final job will be completed on and are therefore a “machine proof”. Furthermore, the file is retained on the RIP (Raster Image Processor) until approved and is then scaled and printed. This ensures exactly what you see on your proof is exactly what you get in your final job. Only on the rare occasions any changes are required will another file be sent to the RIP. Due to the complexity of proofing to this standard, we make a nominal charge for this service.

A proof consists of your Artwork printed at a reduced scales to give roughly (depending on format etc) A3+ sample. Where we are concerned about any area of the print at its full-size resolution we will print a section at full size to demonstrate the finished result.

For our 3x3 and 4x3 Compact system we can supply “3D” Proofs which have the print mounted on a model of the system. This is useful as it allows you to observe the location of copy on the end panels and provides a visual tool for customers to demonstrate how the unit will look to colleagues.

## PDF Proofing

Portable Document Format proofing is useful for certain applications, for instance checking a last minute amendment but is not suitable for checking colour. Even if you were using exactly the same computers and monitors as we do, the settings, ambient light etc will differ. Then, of course, the image on your screen will appear as a mix of RGB emitted light whilst the final printed output is a mix of CMYK inks and reflected light.

# Do's and Don'ts



Check your scans - every anomaly shows when its 2 metres tall!



If you have used image compression (LZR or JPEG) please tell us!



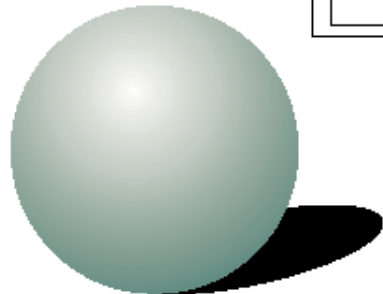
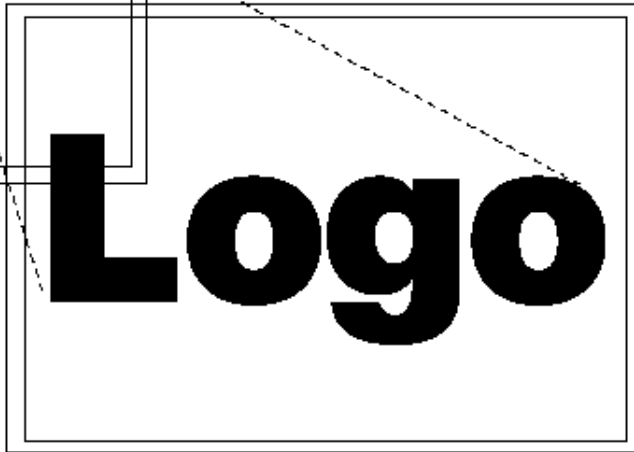
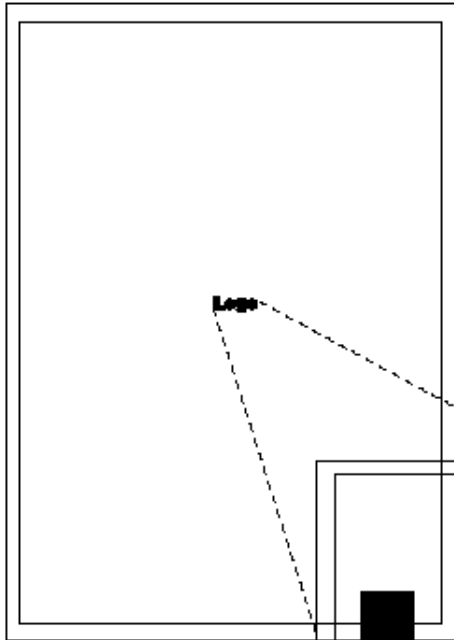
Don't embed scans



# LOGO

Vector files from Illustrator or Freehand are not resolution dependant (unless they have placed pixel files in them) and therefore enlarge almost limitlessly. However, if you create a logo in Illustrator at a small size (say sub A4) when it is printed it may appear as above.

Make sure the original in the eillustrator document appears at least A3 in actual size, or go to the eheader bar menu "File", pull down to "Document Set-up". At the top left it will say "Artboard". Click this and change to "Printing & Export". In the dialog box move output resolution to at least 1200dpi.



If using Illustrator gradients or transparency, go to the header bar menu "File", pull down to "Document Set-up".

At the top left it will say "Artboard". Click this and change to "Printing & Export". In the dialog box click "Compatible gradient and gradient mesh printing".



Please format previews etc as Macintosh and don't forget some Windows fonts will not transfer



Please don't forget them!

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# Terms and Conditions

## Compatibility and Artwork Errors

We cannot be held liable for incompatibility or other software faults which are beyond our control. Whilst we make every effort to identify errors prior to manufacture, we cannot be held responsible for those that originated prior to receipt of your finished artwork. We reserve the right to modify artwork to optimise the quality of output from our systems and/or overcome artwork issues to meet delivery schedules.

## Payment

The first time you order from us, full payment is required before goods are despatched. Credit accounts are available for subsequent orders - payment terms are strictly 30 days net.

## Delivery of Goods

Please check when placing your order and agree a delivery schedule with us. Standard lead time for producing graphic panels only - 5 working days.

Goods may be delivered by our couriers any time up until 5pm on an agreed arrival day. Timed deliveries are available for extra cost - please ask for details.

Any errors or omissions must be notified to us within 24 hours of delivery.

Please inspect and check all goods carefully on arrival. A signed delivery note will be interpreted as goods having been received in good condition.

## VAT & Delivery

All prices are subject to VAT @ 17.5% and carriage costs - please ask for details.

## Cancellations/Sale or Return Policy

We are not usually able to offer a sale or return policy, unless formerly agreed. Once an order has been placed and put through our system, it is not possible to cancel it.

## Ownership

All goods remain the property of The London Display Company until paid for in full.