LIGHTHOUSE DISPLAY
Helping you sell more

ARTWORK & ASSET PREPARATION GUIDELINES

These guidelines have been prepared to help reduce your costs and enable us to quickly produce fantastic work for you.

In our experience disappointment and frustration principally arise from lack of understanding of these requirements and/or poor preparation of artwork. Lighthouse Display are able to print using a variety of methods therefore it is important to provide images or artwork to us as early as possible in the discussion so that we are not quoting 'blind' and have a good awareness of what you require. We will then be able to advise and work with you to ensure that your requirements are met fully.

If you prefer to use your own design team/agency to produce artwork it is important that you/they follow the guidelines outlined in this document to ensure that we produce work which you as brand custodian are delighted with and that we are proud of.

Print tolerances change for differing print processes, it is therefore important that you work closely with our Studio team to ensure that your Artwork is correct for the print process. Our team is always happy to help, if you are uncertain about whether your design is appropriate for the print process please feel free to contact us on the number above.

You will receive a cutter profile/graphic panels via email (on request after receipt of PO or payment) to assist you in placement of artwork. If you have any queries related to how your artwork should be positioned on the outline please do not hesitate to contact our Studio team. In our experience a quick phone call at the beginning can save a great deal of time throughout the course of a job. With regards to the cutters please note that these are our intellectual property, we are a member of ACID - Anti-Copying In Design. We respectfully remind all our clients that Lighthouse Display products and designs are protected by copyright and patents (where applicable).

Where you are not able to produce artwork in accordance with these guidelines and we are required to manipulate the artwork in order to achieve the correct result, Studio time will be charged at £75 per hour (min 1hr charge).

OUR PRINT REQUIREMENTS

However you choose to deliver your artwork, we ultimately require 4 items to achieve your printing needs, they are as follows:

1. An Adobe Illustrator file

1.1 This is the file you will have used to set your chosen artwork up to. It will include all your artwork (in a layer) and OUR cutter profile which we sent over to you, in another layer. Please be sure to outline or supply all your fonts. Please also be advised that as a commerical printer we print artwork that is press ready in CMYK, Pantone Colours or a combination of both. Therefore if you are providing print ready artwork, it **must** be supplied as an Ai file and conform with the previously mentioned colour parameters.

1.2 We can convert any artwork supplied as RGB to FOGRA 39L colourspace - however, this can cause colour discrepencies & is likely to incur additional charges, due to it not being 'print ready'.

1.3 In order to ensure ease of print please create blacks as 100%K (Black), not a CMYK mix

2. A High Resolution PDF

We require a high resolution PDF to reference what we have in the Illustrator file. Things may be hidden in layers or fonts moved for any reason so having a PDF ensures we are setting up exactly what you intend.

3. Links

All the images you have used in the artwork need to be supplied in a seperate file. they must be high resolution (300dpi).

4. Packaged Ai file/Zip File

When you are happy that you have all the above content, package the Ai file (by selecting the **package** option from the **file** menu of Adobe Illustrator) & then compress it all into a Zip file ready for sending.

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SOFTWARE AND ARTWORK INFO

Applications/Software

Adobe Illustrator

Size/Scaling

We work to full scale (100%), if you do scale your artwork please add measurements and state the percentage you are working to.

Marks and Bleed

Please add 6mm bleed to your artwork on all edges where the cutter states it will be cut.

Fonts

Please Outline or supply all fonts. We cannot be certain we have all the fonts you may have used in your artwork. Outlining all the fonts in your artwork will avoid any artwork returning issues or added costs.

SENDING ARTWORK TO US

WeTransfer/Dropbox (Web Based File Transfer):
This is our preferred method for receiving artwork. Please ensure your contacts email addresses are correct and full links are included.

Email: Acceptable for files less than 10MB via email.

FTP: If you or your design agency have an FTP Server/Site to upload artwork to we are happy to retrieve artwork from there too!

Please note: Please do not alter the cutter guides we have sent you. If you wish to make a change to the Cutter please contact us with requests of change. Our 3D Team will be happy to amend the cutter for you.

ARTWORK SIGN OFF PROCESS

Upon reciept of artwork we will check to ensure it meets the guidelines and approved quotation. Any issues will be highlighted and the course of action agreed.

We will then produce an artwork a sign off which will be sent to you via our online artwork approval system. Should the artwork signoff require amendments, you can annotate changes on the response (please note artwork amends will incur charges).

You will then receive a new artwork sign off. When you approve the artwork it is sent directly to our 'rip station' to queue ready for print. Our sign off process also gives the option to compare different versions side by side.

You may wish to discuss with your account handler who you would like to elect to be a part of the sign off process, so they too will also receive all approval requests (in case of holidays, illness etc.).

Please note that Lighthouse Display cannot accept responsibility for any errors or omissions in the final sign off after you have approved it.

Once approval has been received any corrections or amendments required and subsequent cost and expenses that result will be the responsibility of the customer not Lighthouse Display.

EPSON CONTRACT PROOFING

We can produce Epson FOGRA 39L certified contract proofs. These will show colours as they will be printed in production. Please speak with your contact at Lighthouse Display for further information and costs.