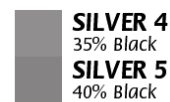
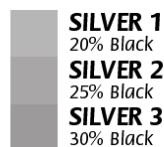


MOVE IN MEDIA MARKETING

ARTWORK GUIDELINES

Preferred Format for Logos & Artwork

- Logos and artwork must be presented in a digital format (ie. via e-mail or CD)
- We require vector art for logos, text etc. in either **Adobe Illustrator (version CS2 or older)**. Vector art is artwork which has points and lines and can be manipulated and colour changed. These files usually have an eps or ai extension. We cannot use jpgs which have been saved as an eps file.
- **PANTONE** references (PMS) specifications are required for **all** colours used in the vector artwork (including backgrounds and gradients/vignettes). We don't promote the use of CMYK colours.
- If CMYK colours are to be used, then our factory can only print **CMYK rounded to the nearest 10%** and the **final banners cannot be rejected on the basis of colour**.
- Please ensure that **Pantone colours are chosen from a Pantone book** and not from your computer screen as monitors do not accurately display colours (in fact you can look at the same artwork on different computer monitors and each will display slightly different colours).
- We **cannot accept** artwork that has reference to **percentages of Pantones**. We recommend selection of a lighter PANTONE.
- **Using Black:** Due to the nature of digital printing, the flood coat (solid fill) blacks appear more like a dark charcoal grey than black.
- Please note that due to the nature of digital printing, we cannot print gold or fluorescent Pantones. Below is a list of alternative golds and silvers which print satisfactorily:



- A **jpg or gif** of the artwork must be **SENT WITH THE FINISHED ARTWORK** with **ALL Pantone colours clearly labelled** (similar to the example below). To save a jpg or gif from full size artwork: unlock layers, select all, scale to about 10% and Save to Web or export as a jpg/gif.

- When laying artwork onto a template, please ensure that all vector art is contained within the blue 20mm line as this is where the stitching will be on the finished banners.
- When logos are emailed through for layout, **INSTRUCTIONS FOR THE LAYOUT SHOULD BE CLEARLY STATED**, including font names, background colours, positioning of logos, etc.
- **All type should be converted to PATHS or OUTLINES.** Otherwise, **fonts must be supplied** with file.
- **All files need to be saved in an editable format.** Do not parse or embed support files into a layout file. Always link, never embed. Provide all linked files with layout files (vector files).

Preferred Format for Scans

- Scans should be supplied as a layered **Photoshop** file (psd). **Do not flatten the layers.**
- Scans should be high resolution, preferably **Letter size at 300 dpi** or a minimum of **150 dpi at full size**. Please note our digital printers can print 300 dpi plus, so the higher the resolution of the scan you provide, the better quality print we can produce.
- Text will bitmap when blown up to full size, so a vector program (ie. Freehand or Illustrator) should be used for text.
- **Scans need to be supplied in layers** in order to apply the design and to manipulate images to fit banner templates.
- All scans need to be in **CMYK**

Layout Specifications

- When working with a scan in a vector program, **DO NOT** scale, rotate or clip in Layout program (ie. Illustrator or Freehand).
- Never place an EPS within another EPS – always copy and paste.
- Always link, never embed. Provide all linked files with layout files.
- Never use hairlines. Use a minimum of 0.3 points.
- **AVOID** using outline, shadows, fading or vignettes, as they are not guaranteed to print properly and are usually much more subtle than originally envisioned.

Acceptable Software

- **Illustrator (version CS2 or older)**
 - ⇒ Convert all type to outlines.
 - ⇒ Leave any layers used in the file.
 - ⇒ Do not check “Split Complex Paths” or “Compatible Gradient Printing” in document setup.
- **Photoshop (version CS2 or older)** (for scans only)
 - ⇒ Text will bitmap when blown up to exhibition size. Use a vector program (ie Illustrator) for text.
 - ⇒ Images must be **at least 150 dpi @ 100%** print size.
 - ⇒ Scans need to be supplied in layers in order to apply the design, and to manipulate images to fit banner templates.
 - ⇒ High resolution scans are required for optimum quality.

Sending Artwork to Move In Media Marketing

- Please send artwork and logos via e-mail to graphics@moveinmedia.com.
- Full colour artwork that is too large to be emailed can be sent to us on CD. It must be **accompanied with a colour visual** (ie. **chromalin** or other high quality proof) for colour matching purposes. Please ensure that the colour visual is printed using a high quality **calibrated** printer and not on a standard non-calibrated colour inkjet or laser printer. Also include a jpg, gif or pdf of the artwork (with Pantone colours labelled).

- For **URGENT** artwork, please phone us at 404.421.4965, so we can advise of electronic processes for large files.

Hints & Tips

- gif's and jpg's are of low image quality and are insufficient for large format printing.
- Due to processes used when printing, not all PMS colours can be achieved with an identical match, and some slight variation may occur. Most of the fabrics that we print onto are a 'matte' finish, so 'Coated' PMS colours are difficult to achieve, and the uncoated colour is what will be printed. If colour matching is critical, please discuss with us at the time of ordering so we can advise you of the options.