



# ARTWORK GUIDELINES

HG Graphics  
Version 01 - 2022

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# HELPING WITH YOUR ARTWORK.

## Optimise your artwork for large format printing.

Large format printing is notorious for highlighting even the smallest errors in design. Whether a banner, a poster, or another type of trade show graphic, large-scale artwork has the unique challenge of being viewed both up close and far away. In order to ensure the quality of your final graphics from all distances, you have to start with the best formatting. In this brochure you will find several tips and guides that will help ensure you get the best graphic outcome possible.

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# SUPPLYING ARTWORK

If you are providing us with your own artwork for production, please follow our artwork guidelines to help ensure that there are no delay with the roll out of your brand.

If anything is unclear or you need any help, please do not hesitate to contact us for support.

## SUPPLYING ARTWORK

### EMAIL

\*You can send artwork via email to our main inbox  
[info@hggraphics.co.uk](mailto:info@hggraphics.co.uk)

\*Maximum file size 25gb

### WETRANSFER

\*Please send artwork via our wetransfer page  
[hggraphics.wetransfer.co.uk](http://hggraphics.wetransfer.co.uk)

\*Maximum file size 20gb

### POST

\*You can also send in a USB flash drive via post

\*No Maximum file size

# ARTWORK CHECKLIST

## SCALE

If your artwork is not sent to scale, **please state what size the artwork has been sent as** and also the final scale size that that graphic should be.

## FONTS

All font to be either **converted to curves** or supplied with **appropriate licenses**.

## VECTOR

We use both **Adobe Illustrator** and **Corel Draw**.

Please ensure that all vector files are packaged and exported correctly,

We accept the below file types:  
**AI, PDF, EPS, SVG** and **CDR**

## BITMAP

All bitmap artwork to be sent over at scale and at **300DPI** Minimum.

We accept the below file types:  
**JPEG**, and **PNG**



## COLOURS

All colours used in your files should be either **CMYK** or **Pantone**.

Please note colours can vary in different print processes. Please let us know should you require a **print/colour sample**.

## BLEED

Pre-spaced logos & text require **5mm print bleed**

Full coverage wraps require **100mm bleed**

# VEHICLE CHECKLIST

## TRIM & BUMPERS

Plastic finish or body colour matched?

**If coloured, are these needed to be wrapped? We cannot wrap standard textured trims. Due to the lower surface energy. Vinyl will not adhere correctly to textured unpainted surfaces.**

## ROOF HEIGHT

High, medium, low?

## SLIDING DOORS

Nearside, Offside or Double?

**Door runners can affect the wrap local**

## MAKE & MODEL

Please provide the vehicle year and registration to ensure the correct model is used.

**Vehicles are updated regularly  
Templates are available if needed on request.**

## AFTER MARKET

Any after market parts fitted to the vehicle?

**Additional locks, handles, badges, roof and glass racks?**

## REAR DOOR STYLE

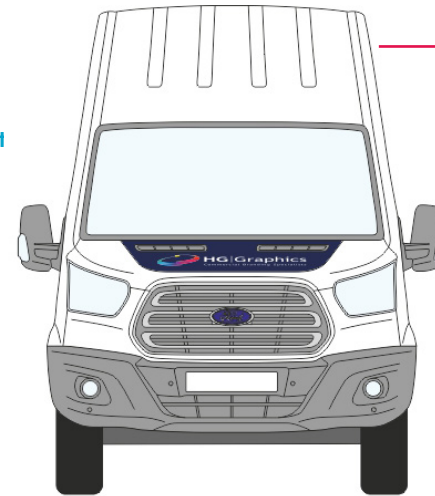
Tailgate or Barn doors?  
**Windows or No Windows?**



## WHEEL BASE

Essential to know early on to ensure graphics are the correct fit

**Extra Long, Long, Short or Medium?**



**Please note: On all enquiries, we require photos of the vehicle from all angles.**

This way, we can ensure that the correct vehicle outline is used for your quote and the production process

# TRAILERS CHECKLIST

## TRAILER SIDES

Curtain or solid sides?

## HEIGHT

Measurement from the bottom of the capping to the top of the capping.



## STRAPS

If vehicle is curtain sided, measurements are required for strap height

## TRAILER LENGTH

Overall measurement of trailer length from front capping to rear capping.



**Please note: On all enquiries, we require photos of the vehicle from all angles.**

This way, we can ensure that the correct vehicle outline is used for your quote and the production process

# PRINTED BANNERS & SIGNS

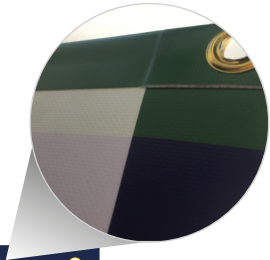
## EYELETS

Our banners can come with brass plated eyelets.  
**(For correct fitment we must know the fixing points)**



## EDGES

Thanks to our in house large format latex printer, we can print up to 1600mm wide with no limit on length.  
**(25mm folded edge with welded hem as standard)**



Architectural &D écor • Vehicle Branding • Signage & Display

## BLEED

Please allow a 30mm bleed on your artwork.  
This allows movement when the 25mm fold is created.



# LOGO GUIDELINES

## Supplying the correct format of your logo

When supplying artwork, we always ask for the master file of your logo, this will either be an .EPS, .AI, SVG or an editable PDF version. The designer who created your logos should be using a vector-based software and would be able to supply you with these kinds of files.

## But what if I haven't got the master file?

Not to worry, we can recreate logo's but please note this would be at an additional cost.

File Format	Colour Profiles	Vector / Raster	Print / Digital	Transparency	Editable
JPG	RGB	Raster	Print & Digital	X	X
PNG	RGB	Raster	Print & Digital	✓	X
EPS	RGB & CMYK	Vector	Print	✓	✓
PDF	RGB & CMYK	Vector	Print & Digital	✓	✓
AI	RGB & CMYK	Vector	Digital	✓	✓
PSD	RGB & CMYK	Raster	Digital	✓	✓
SVG	RGB	Vector	Digital	✓	✓
TIF	RGB	Raster	Digital	X	X
GIF	RGB	Raster	Digital	X	X
BMP	RGB	Raster	Digital	X	X



## VECTOR (EPS / AI / SVG / PDF)

A logo should always be designed in a vector format as these images can be scaled (made larger and smaller) without diminishing the quality because they are created with points, lines, and curves. Vector files are the original source files that can be edited by design applications.

Our plotters can clearly read these files and can contour cut around the shapes within it.



## RASTER (JPEG / PNG / GIF)

These files are best used for photographs or web applications, these kinds of file lose resolution when scaled up and soon become pixelated. Although these files can look great on screen if these are scaled up for large format print, they lose their clean lines and shapes..

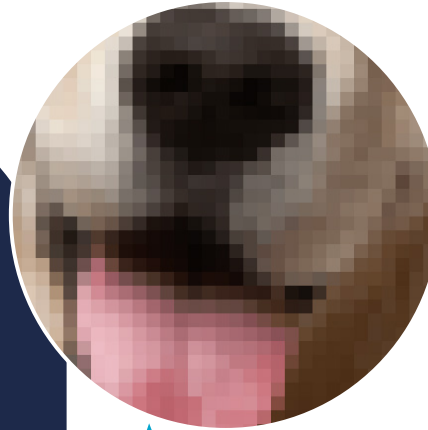
These files don't have a cut path, so if you're wanting your logo to have a contour cut, (with no white background) you would need to supply a vector file (AI / EPS /



# DPI / PIXELATION EXPLAINED



**I MIGHT  
LOOK GOOD  
ON THIS  
BROCHURE  
BUT TRY  
PRINTING ME  
ONCE SCALED  
UP X10**



**We are often asked 'what resolution do my images need to be?'**

In the world of small format printing, the resolution usually needs to be 300dpi. However The guidelines for determining image resolution for large format is a bit of a grey area and depends on 3 factors: viewing distance, the viewing conditions, and the type of image.

**Would you look closely at a large format print as you would a business card?**

A Business cards purpose is to be small enough to fit in a pocket, the information to be crystal clear when viewed up close. Large format graphics would never be scrutinized that in that way.

## **OUR HANDY GUIDE TO HELP YOU OUT.**

*When in doubt: just ask for our advice. If you still have concerns about the output quality, ask for a 100% sample of the image to be printed for approval.*

**The larger the graphic, the more it will need to be viewed from a distance.**

Sized Graphic	SQM	DPI
Small & Medium	Up to 5 SQM	100 - 125
Large	Over 5-50 SQM	50 - 100
Supersize	50 + SQM	30 - 50

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# FINAL CHECKLIST



## FILE FORMAT

We accept the below file formats:  
**Adobe Photoshop, Adobe Illustrator & Corel Draw**



## SCALE

Always state the scale the artwork is supplied at, or alternatively state the final size the artwork should be.



## BLEED

The amount of bleed required depends on the type of graphics been produced.



## COLOURS

The only colours in your files should be RGB, CMYK process colours or Pantone spot colours.



## FONTS

All fonts need to be outline, converted to curves or supplied with the appropriate licenses.



## BITMAPS


All JPEG and PNG files should be sent at scale size and at 300DPI minimum

**STRUGGLING? GET IN TOUCH AND WE'LL BE HAPPY TO HELP.**

# THANKS FOR LOOKING!

If you would like further information, samples or brochures please let us know

Where *Passion* Meets *Perfection*.

 01977 651017

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 [www.hggraphics.co.uk](http://www.hggraphics.co.uk)