

# File Specifications for Large Format Printing

Please refer to any product-specific templates for detailed information regarding individual products. Please contact us for more information.

**File Type:** We prefer high-resolution PDFs for printing. Other file formats accepted include TIFF, JPEG, Illustrator and EPS. A \$75 conversion fee is chargeable on non-PDF files.

**Flattening:** If a file contains gradients, layers and /or transparencies, please ensure the file is flattened. For further instructions on how to flatten files, please refer to [this guide](#).

**Fonts:** Please outline or embed all text/fonts. For further instructions on how to outline fonts, please refer to [this guide](#).

**Artwork Size:** PDF files should be set up at 100% of finished size or proportional size, with all necessary bleed included.

**Bleed:** If not specified within a template, allow 10mm bleed to all edges. Specifications within a template for a specific product overrides any bleed specifications within this document.

**Resolution:** For best results, file resolution should be at least 150ppi at 100% of finished size. The lowest acceptable resolution is 75ppi at 100% of finished size.

**Large Files:** Large file sizes for wide format printing can be a challenge and slow to transfer. If saving the PDF in Illustrator, the file can be significantly reduced in size by deselecting 'Preserve Illustrator Editing Capabilities' in the 'General' window when you 'Save Adobe PDF'. For further instructions on how to reduce file size, please refer to [this guide](#).

**Colour Mode:** Please supply all artwork in CMYK mode. All spot colours should be converted to CMYK process colours. Spot colours remaining in the artwork will be converted to CMYK during the printing process rendering unreliable results. For further instructions on how to check your colour modes, please refer to [this guide](#).

**Rich Black:** If extra dense black is required, set a rich black to C = 50, M = 50, Y = 50, K = 100.

**Colour Matching:** Where colours need to be critically matched, please advise us at the time of your order. Provide a PMS colour reference as part of your request. A 4-colour process colour will be created to match as closely as possible to the PMS reference.

**Preflighting:** If you would like your artwork to be preflighted by our graphics team with digital proofs produced for approval, please advise your salesperson at time of ordering. Preflighting is \$45 per job. Note that requests for preflighting mean the print component of your job will be on hold until digital proofs are approved.

**Digital Proofs:** Unless specifically requested, digital proofs are typically not supplied prior to printing if you are supplying print-ready artwork. Low resolution digital proofs are available by request. Note in the event that proofs are requested, the print component of your job will need to be on-hold until proofs are approved."

**Printed Proofs:** Printed proofs are available upon request. Please ask your salesperson at time of ordering if printed proofs are required. Printed proofs are typically around A3 size and are \$45 each. Note that requests for proofs mean the print component of your job will be on hold until proofs are approved.

## File Submission Options:

### Under 20Mb

Email

Direct to your  
BrandStand sales person  
or sales@brandstand.co.nz

### Over 20Mb

'WeTransfer'

In your web browser, go to  
www.wetransfer.com  
(Free service for files up to 2Gb)

Call us on 0800 10 99 88 and we will be more than happy to help with specific inquiries.

[www.brandstand.co.nz](http://www.brandstand.co.nz)