






# GRAPHICS

## ARTWORK GUIDELINES

### ACCEPTABLE FILE FORMAT

CS6 OR EARLIER

 Please be sure to include all linked files, if not embedded.

**IMPORTANT :**  
We **DO NOT** accept files built in version of **QUARK XPRESS** **AND** **COREL DRAW**

### FONT SPECIFICATIONS

Fonts must be converted to **OUTLINES**



If fonts are not created to outlines please provide

**OPENTYPE**  
or  
**TRUETYPE**

PC COMPATIBLE PREFERRED

If changes need to be made in the file, please also provide the



### OFFSET VS DIGITAL

**DIGITAL PRINTING**  **SHORTER TURNAROUND** 

**MORE CONSISTANT END RESULTS THAN** **OFFSET PRINTING**



**DIGITAL PRINTING DOES NOT PRINT PMS and RGB colours**


### PROOFS

**E-PROOFS**   
ARE FOR **LAYOUT PURPOSES ONLY**

WE OFFER **PRINTED PROOFS** FOR **COLOUR AND IMAGE QUALITY CHECK** 

**FIRST ONE FREE** 

CHOOSE BETWEEN A **REDUCED SIZE PROOF** OR **MAGNIFIED PROOF**



### COLOUR SPECIFICATION

All files are printed as **CMYK**

Please send files that are a **CMYK** build. 

If Pantone Colours are needed please specify the Solid Coated number to your sales representative and in your file

**PANTONE® Colours**



Because we print in CMYK, WE **CANNOT MATCH PANTONE COLOURS PRECISELY.**

Some PMS colours such as fluorescent and metallic cannot be matched.

WE **WILL MATCH THESE COLOURS AS ACCURATELY AS POSSIBLE TO THE CORRECT MEDIA**

Please feel free to submit catalogs, brochures, printed proofs, and etc. to use for colour reference

**RICH\$ BLACK** Different substrate and printers require their own colour build for rich black. The following are accepted colour builds for our printer

**ALL SOLVENT MATERIALS**  
**50/50/50/100**  
**POWERFLEX**  
**40/40/40/100**

**ECO-POLY DISPLAY**  
**80/80/80/100**  
**OUTDOOR MESH**  
**100/100/100/100**

### PLEASE NOTE

It is your responsibility to proof read all your text, images, and etc. Please check the proof thoroughly before approving. We can not accept financial responsibility for items approved by you that may later found in error.

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### DESIGN TIME

**IF LAYOUT SERVICES IS REQUIRED**

A CHARGE OF **\$100** PER HOUR MINIMUM

- ✦ BASIC TO DETAILED TYPESETTING & LAYOUT
- ✦ FOLLOW MOCKUPS or DESIGNS from clients
- ✦ IMAGE PLACEMENT

### BLEED SPECIFICATIONS

All graphics produced require a specific amount of bleed. Below is a general guideline for the require bleeds:

#### SOLVENT MURALS

(Coyotes/Popups)

- ✦ 1/2" bleed around the perimeter

#### HOPUPS / FORMULATES / VECTOR FRAMES

- ✦ 2" bleed around perimeter. Please keep all logos, type, and critical information at least 2" in from visual edge of the graphic.

#### LINEAR KITS

- ✦ Please refer to graphic template for specific information.

#### CUSTOM FABRIC STRUCTURES

- ✦ 5" bleed around the perimeter

#### INKJET GRAPHICS

- ✦ 1/2" bleed around the perimeter

#### BANNER STAND GRAPHICS

- ✦ Each banner stand has specific bleed requirements. Please refer to graphic template for specific information. Different printing processes may require different bleeds.

#### PLEASE NOTE

Templates for the different products are available online at <http://www.nimlok.ca> or request it from your sales person.

### MATERIALS

WE HAVE A WIDE VARIETY OF SUBSTRATES WE USE.

**PRINTED COLOURS**



WILL LOOK SLIGHTLY DIFFERENT DEPENDING ON MATERIALS.



### FTP ACCESS

We provide an FTP site to upload files quickly and at no additional cost. The site can be accessed through a web browser or an FTP software (ie. Fetch for Mac, Filezilla for Windows). Please read below for detailed instructions.

- 1 PLACE ALL ARTWORK IN A FOLDER**  
PLEASE LABELLED WITH ONE OF THE FOLLOWING
  - ✦ CLIENT COMPANY NAME
  - ✦ P.O. NUMBER
  - ✦ NAME OF YOUR SALES REPRESENTATIVE
- 2 ACCESS THE FTP SITE WITH A DEDICATED FTP SOFTWARE**  
(FETCH, FILEZILLA, ETC.)

NIMLOK FTP	: ftp.nimlok.ca
USERNAME	: nimlok
PASSWORD	: Graph1cs
- 3 TRANSFER COMPLETES. PLEASE SEND AN EMAIL TO YOUR DESIGNATED SALES REPRESENTATIVE WITH THE FILE NAME.**  
(with any other critical information)

PLEASE REFER TO "FTP PAGE" FOR A MORE DETAILED EXPLANATION.

### PRO TIP

Make sure to view your artwork at 100% @ FULL SIZE. This way you will be able to see how your artwork will look like when it's printed.