

FILE SUPPLY GUIDE



**MADE
YOU
LOOK**



**WELL BEGUN
IS HALF DONE**

In general

Please include the following when you send us your design:

- Clearly mention the measurements of the image in the filename or in an attachment.
- A color reference.

PMS will be converted into CMYK in the printing process.

Therefore PMS-colors can only be approached by us and cannot be a reason for disapproval.

Without color references we cannot give guarantees on colors.

- When deep black is to be printed, the colors need to be built up of 100% cyan, 100% magenta, 100% yellow and 100% key.

Size and resolution

- Design files in full size with a resolution of 100dpi.
- Printpress design files in full size with a resolution of 300dpi.
- Send only the used fonts and files.

Bleed

Because we work with a variety of materials we have more than one kind of bleed.

Below you will find the bleeds we use for our standard materials.

If you have any questions regarding the correct bleed size of your order, don't hesitate to call or mail.

Standard products:

- Spanvas textileframes & acoustic frames
25mm all around
- Vinyls
20mm all around

- Photo Wallpaper
50mm all around

Sharing files

Files can be sent to us using:

- E-mail for sending small files and messages (up to 10 MB) you can use our e-mail address:
hello@mcart.nl
Files up to 2 GB can be sent via WeTransfer. 

Don't

- Send us designs made with Micro-soft Office programs such as Word or Powerpoint.
- Send us logo's as a JPEG, GIF, PNG, TIFF or other bitmap based formats.

FILE SUPPLY GUIDE



**MADE
YOU
LOOK**



**WELL BEGUN
IS HALF DONE**

Usable programs

Adobe PDF

Keep in mind that PDF is a so called "closed" format. We cannot adjust texts and/or colors in PDF files.

Adobe Illustrator (Version CC)

Make sure that the used fonts are outlined in illustrator or supply them in a design package. Also include illustrations and bitmap files in the design package.

Adobe Photoshop (Version CC)

Save images as TIFF in RGB color mode, possibly with LZW compression. Try to avoid the usage of the JPEG format, this has a negative effect on the printing quality. Don't supply color separated files. Do not place vector designs into Photoshop unless they are imported as smartobjects (don't add them to current library). InDesign is the preferred program for combinations of bitmap- and vector-based designs.

Adobe InDesign (Version CC)

Supply illustrations, scans and fonts separately in a package. Don't color in bitmaps or TIFF's from Photoshop. With imported isolated scans (EPS-Format), avoid complex paths.

Difference between vector and raster files

A part of a logo is pictured in the two frames below. When we're dealing with a bitmap or raster image and we scale it up, the separate pixels become visible; the image (fig.01) becomes blurry and the edges bumpy.



Bitmap or raster image (fig. 01)



Vector image (fig. 02)

However when this is a vector image (fig.02), the logo remains sharp. The lines or curves that connect the anchorpoints are continuously re-calculated with a sharp logo as a result.

Be aware!

AI, EPS and PDF files can contain vector art. However, when a filename ends with, for example, EPS, it isn't necessarily a vector file. AI, EPS and PDF files, all have the possibility of placing rasterized images.