

# BASHLEY FC

design and artwork supply

Tim Allan 14 Apollo Close | Poole | Dorset | BH12 3HS

h: 01202 488474 | m: 07809 224893 | w: 0330 001 5396 | s: madwebtim

e: bashfc@madwebdesign.net | t: @UpTheBash | w: www.bashleyfc.com



## Design and artwork supply instructions for banners

PVC banners are 550gsm which means that they are resilient enough to be used outside. To increase the lifetime of your banners we use 'Rust Proof' eyelets, heat welded hem and fully solvent inks, meaning that your banner can cope with harsh outside conditions.



Whether you choose Full Colour or a Mono banner, you can rest assured that you will receive the same high quality product with a high resolution sharp 1440dpi UV stable print.

Colour banners include unlimited colours, logos or photos, make the most of your display point and grab the attention of Bashley FC supporters with an eye catching PVC banner.

You can choose from 2 different methods when designing your banners in order for you to receive the best final outcome:

- 1) You can Upload your own pdf file
- 2) You can use the design service by the team at Mad Web bashfc@madwebdesign.net

### If you are sending your own artwork

Always send your artwork in the correct aspect ratio, i.e. if it's a 3ft x 8ft banner then the length of the design / artwork should always be twice the height. Colour mode should always be CMYK. See colours paragraph below.

### Crop marks, bleed & borders

We don't require any crop marks or bleed for any signage (only print, see below), simply design you artwork to the edge. When designing PVC banners allow a no text area 30mm from the edge, this is to avoid any eyelets landing on your text, any background colour or image can go to the edge.

### Vector files pdf, ai, eps.

Vector files should be sent whenever possible. It is important that all fonts are converted to paths/outlines, this will ensure that your text is displayed correctly. If files are not converted to outlines errors can occur during the import process. Vector images are fully scalable and can be sent at a smaller size (correct proportions please). Important - When sending eps or ai files, always provide a low res. jpg as a visual, just so we can check for any compatibility issues.

### Bitmap, Jpg images & photos

When sending Bitmaps & jpg images the file resolution should be 300dpi this will allow us to scale them and maintain a high resolution print.

### For PVC banners

Image quality diminishes when increasing in size. For every 100% increase in size

**BASHLEY FC ARTWORK SUPPLY | www.bashleyfc.com**

a: Bashley Road | Bashley | New Milton | Hampshire | BH25 5RY

**Email files and brief to:** bashfc@madwebdesign.net | Call: 0330 001 5396 or 01202 488474

Internet Payments Mrs Softley and Mr Allan | Bank: Santander, Christchurch | Account No: 27932983 | Sort Code: 09-01-36



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the resolution is reduced by half i.e. If artwork is provided at 300dpi for a 4ft x 2ft banner, and the finished size is 8ft x 4ft (four times the artwork size) the resolution will be 75dpi. The finished resolution for banners should always be 150dpi.

## Flattened file resolution guideline

Stationery printing:	300dpi full scale
Print smaller than A1:	300dpi full scale
Print larger than A1:	150dpi full scale
Pavement signs:	150dpi full scale
PVC Banners:	150dpi at 50% scale
Roll up banners:	150dpi at full scale



## Colours

The Pantone Matching System (P.M.S.) provides a reference colour to target, although not all P.M.S. colours are 100% reproducible using CMYK print process. All colour specifications will be matched to the closest 4 or 6 colour process. Orders received without colour specifications will be produced using the CMYK values contained in the digital file. CMYK can't print fluorescent or metallic colours. Please note CMYK colours will vary from one printer to another, the only way to get accurate colour match is either a physical sample sent to us by post or a PMS colour code.

## Internet images will not work

Image requirements for website use are generally low-resolution and contain less colours than that used for digital print. When scaled, these images will pixilate and be faint in colour strength. Internet images are also likely to be subject to copyright and therefore you will need permission to use them. By sending us any images or logos you are taking full responsibility for any legal or copyright infringement so please confirm that you are allowed to use them by the image owner. See legal paragraph below.

## Clipart

Sometimes clipart is created in vector / line drawing, in this case it can be used, however if created in bitmap the resolution will be too poor for print. PDF Submission Checklist

## Design and artwork supply instructions for adverts

When setting up your final PDF to send over, use the following as a file checklist before submitting your PDF file(s):

Make sure all images are in CMYK colour mode. If images and backgrounds go to the edge of the document, make sure your file is set up with crop marks and bleed. More information on this below. Please include the ".pdf" ending on the file name. In some cases you may need to have the fonts used in the PDF handy to provide us should font rendering errors occur. This occurs rarely however.

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When sending Photoshop PSD files, please make sure to include the fonts used in these files. With Photoshop PSD files sending fonts in most cases is not necessary unless further edits are requested to be done by our Design Studio, in which case sending the fonts used in the PSD would be required.

## Crop Marks and Bleed: What are they?

### Bleed Marks

With artwork where any images, text or background colours/textures go right to the edge of the page, you will need to provide crop marks and bleed on your artwork files. You can easily add these within most design programs. If you are creating your artwork in a Microsoft program, this function will not be available. We can set up crops and bleeds on most artwork created in Microsoft for an additional fee.

### Crop Marks

Crop marks are the little lines that sit around the edge of the document showing where the area of bleed ends and the proper document area begins, they work alongside bleed to tell the print worker where the paper needs trimming. Crop marks are usually hairline or 0.25pt in thickness and are set in Registration Black.

### Bleed

This is the area of artwork that is extended beyond the actual dimensions of the document. It is used to avoid strips of white paper showing on the edges of your print should the batch be misaligned when cut to size. Any objects in your artwork that touch the edges of the document require bleed, for instance a background colour or image should spread to cover the entire bleed area as should any objects that creep in from the side of the page. The standard amount of bleed in the UK is 3mm beyond the edges of the final document size.

### What we like!

If you are looking to send us a print-ready file for your artwork submission and the files are under 10 MB, you can send it by email to bashfc@madwebdesign.net. For files that are over 10 MB please use a service such as Dropbox or One Drive.

If possible, please send your file as a print-ready PDF. We also accept file formats such as PSD, JPEG, Microsoft Word and more. If you are unsure whether we can work with other file formats, just get in touch with the details of your file and we'll see if there's a solution to print from your file(s).

If you are sending PSD files, please make sure archive them in a ZIP file as it lessens the likelihood of corruption when sending the file(s) by email or through our upload form. Archiving your files into a ZIP file is also recommended if you are looking to send over a large quantity of files (ie, 5+ files).

Advert Sizes	Edge to edge	plus bleed	standard (no bleed)
Full Page A5	210x148mm	216x154mm	194x132mm
Half Page A5 (landscape)	105x148mm	111x154mm	97x132mm
Quarter Page A5 (portrait)	105x74mm	111x80mm	97x64mm

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## Legal

By uploading files, you are taking full responsibility regarding ownership and usage. By uploading artwork you are confirming you are the intellectual owner or you have permission or the file is permitted to be reproduced in the form of your request. You take full responsibility for the files you upload and Mad Web on behalf of Bashley FC will not be responsible for any claims with regard to infringement.

Remember - We are here to help, if you are unsure please call us on 0330 001 5396

You can upload your pdf files to One Drive or Dropbox and email a download link to us or you can send our design studio your design brief which will be an additional £50 plus which is charged direct using supplied images and text. You will receive a proof once payment has been made.

Please note nothing will be printed until the proof is signed off by yourself.

## Artwork Quality

If your artwork is too poor or something is wrong we won't print it, we will call you to resolve any artwork problems.

## Production/Payment

Production including artwork will commence once full cleared payment is received.

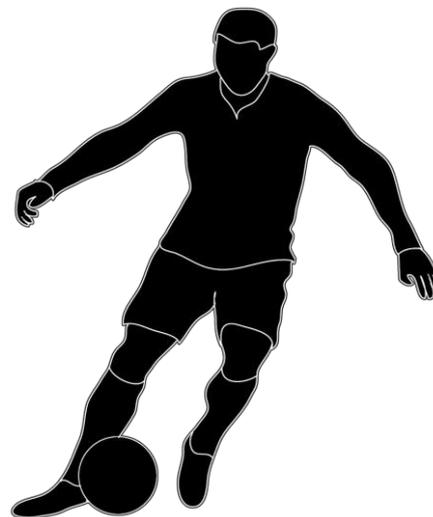
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## For Design/Artwork ONLY:

### Internet Payments to:

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