CQ
printing for good

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WIDE FORMAT PRINTING GUIDE

Here are some guidelines to help you when supplying files for Wide Format printing.

If you are unsure, please ask us as we are happy to help.

Email us at **info@cq.co.nz** or phone **(03) 963 8899**

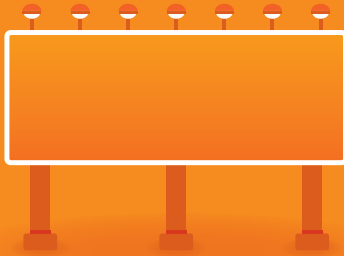## Colour

A common mistake that people make regarding colour is that they set their design software to RGB mode rather than the CMYK colour space. RGB features more colours, but printers use CMYK colours. Using CMYK ensures that you'll have more accurate colour rendition when you make the large scale print. Never mix RGB and CMYK images in the same file.

If you are trying to get a specific Pantone colour please let us know and we will try to match this as close as possible using CMYK.

If a rich solid black is required in a full colour print, supply the black as a 4 colour rich black (C75, M75, Y75, K100) instead of a single colour black (K100)

Preflight

PDFs are our preferred file preference but we can take native files such as InDesign, Photoshop or Illustrator.

Before you upload your file(s) to us, open the native or PDF file you just saved. Review all the graphics and text and make sure the dimension and colour settings are what you expect.

Check that all your fonts are either embedded or created as outlines.

Delete all unnecessary elements and flatten all layers.

Supply all linked files.

Need more help with PDFs

See our **PDF Guide** (Tip Sheet #3)
Email us at **info@cq.co.nz** or phone **(03) 963 8899**

Image Resolution

The size and viewing distance of your poster will determine the file setup and image quality. We use the following rule of thumb:

	Viewing Distance	Minimum Resolution (at full size)
Close	0.5 - 1 metre	200dpi
Close - Medium	1 - 3 metres	150dpi
Medium - Far	3- 6 metres	100dpi
Far	over 6 metres	75dpi

Some images may be too large in file size to be supplied as required above. If this is the case you can scale your artwork to 75% or even 50% of the final print size with higher resolution.

Vector Images Vs. Bitmaps

For large scale prints, use vector images wherever possible. Vectors work differently from JPEGS and other bitmap formats. Unlike bitmapped images, vectors aren't comprised of individual pixels assigned with a fixed location and colour value; instead, their shapes, lines, and colours are defined by mathematical equations. This means that no matter how large you scale a vector image, it will stay sharp. Bitmaps, on the other hand, will have a pixelated (jagged or blocky) look if you scale them too far.

Another advantage to vector images is that their file sizes tend to be smaller than equivalent bitmaps. This might not seem important at first, but if you need to print the file several different times, the file will spool to the printer much more quickly. (The smaller size also means that you'll experience fewer computer slowdowns as you work with the file, and you'll spend less time uploading and downloading it, too).