promogroup

PROMOGROUP ARTWORK SPECIFICATIONS

Your artwork does not have to be prepared at finished size as we can scale it up before printing. However, we recommend that you produce artwork to scale (please state the scale used) and in a logical proportion to the final size, i.e between the ratios of 1:1 & 1:20.

<u>Promocab Artwork Specifications</u>

FWD FACING PANELS:

➢ **PANEL BETWEEN SEAT AND BACKREST**
830mm (W) x 140mm (H)

➢ **BEHIND PASSENGER LEGS FLAT PANEL SUITABLE FOR VINYL STICKER**
890mm (W) x 380mm (H)

REAR FACING PANELS:

➢ **FLAT PANEL SUITABLE FOR VINYL STICKER**
800mm (W) x 800mm (H)

WHEEL ARCHES:

➢ This is a circle 610mm in diameter with 1/3rd cut off the bottom.
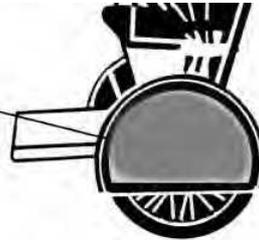From the bottom of the arch to center is 430mm

FWD FACING PANEL BEHIND PASSENGER LEGS
+ PANEL BETWEEN SEAT AND BACKREST

830mm wide x 140mm
FLAT PANEL SUITABLE FOR VINYL
STICKER

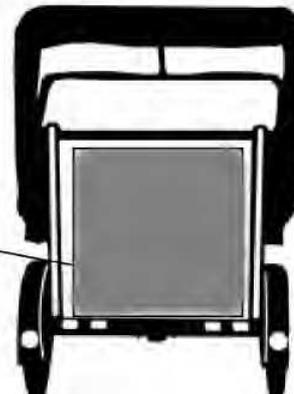890mm wide x 380mm
FLAT PANEL SUITABLE FOR VINYL
STICKER

These are a circle
610mm in diameter with
1/3rd cut off the bottom.
From the bottom of the arch
to the top center is 430mm

REAR PANEL

800mm wide x 800mm high

FLAT PANEL SUITABLE FOR
VINYL STICKER

HARDWARE

We predominantly use Apple Macintosh hardware and software in our prepress department, however we also have Microsoft Windows PC's to ensure compatibility with as many file types as possible.

SOFTWARE

We support the all the latest professional graphics software including:

For more specific instructions on the requirements for each software please see appendix 1 at the end of this document:

ADOBE CREATIVE SUITE
ILLUSTRATOR
INDESIGN
PHOTOSHOP
ACROBAT PDF
QUARKXPRESS & QUARKXPRESS PASSPORT
MACROMEDIA FREEHAND
CORELDRAW

If you do not see your software listed here then please call us and ask, as there are other software applications, such as Microsoft Powerpoint, Microsoft Word and OpenOffice, which although not designed for professional printing, can be used in most cases.

We prefer to receive the native application files if possible, as the artwork may need extra work to produce correctly, such as adding cutting paths, colour correction and specialist finishing requirements.

We can also except other print ready formats such as pdf, jpg, tiff, eps, bmp, png, but we may be limited in what we can do to these file types if they need to be altered for the presses.

Supply your prints as individual files, do not supply multiple prints ganged up into one file, unless you are sure of the material sizes. Keep each print as a separate file, our RIP software will nest them together to fit the material in the most economical way.

COLOUR PROOFS/MATCHING
Colour proofs are an essential way of communicating colour so please supply a colour proof with all colour critical prints. Any important pantone colours must be indicated so we can ensure the best match possible.

All of our presses and material are ICC profiled to ensure maximum accuracy and consistency of colour and quality, but this still has its limitations of achievable colour. The presses use a 4colour printing system, CMYK. Certain pantone spot colours are not achievable in CMYK process printing, so we advise the use of a Spot to Process Colour Pantone Chart to check the CMYK equivalents of Pantone Spot Colours.

Alternatively we can supply a pantone chart printed on our printers to give you a guide to colour.

TYPEFACES

We hold an extensive font library, but there may be a font we won't have such as corporate fonts or specially designed fonts etc. so please supply all required fonts in your artwork.

When using different weights of fonts always use the listed weight in the font menu, do not use the bold/italic typestyle buttons that some applications let you use.

If you cannot supply fonts then please convert the characters to outlines/paths.

If the fonts are being sent via email or ftp then please compress the font folder into a Zip or Stuffit file.

Certain Mac fonts can become corrupt if sent via email or ftp, (the compressed folder protects the data/resource forks of the files).

HOW TO SEND YOUR FILES TO US

FTP:

We have a file delivery system built into our website. It is a simple to use solution to upload files direct to our ftp server.

Promogroup has a folder that you can upload to. (*All the details are at the end of this document*).   Alternatively you can contact us, and we will create a drop folder for you to deliver files straight into the prepress studio. We can also download from your own web links DVD, CD-Rom, USB Pocket Drives, USB Firewire External Hard Drives.

Email:

If you have a file of 15mb or less please email it to our printers or to our office. (see contacts below).

Post:

You can post a DVD, CD-Rom, USB pocket drive, USB firewire or external hard drive to our printers or our office. (see contacts below).

PLEASE CAN ALL ARTWORK HAVE THE NAME OF 'THE CLIENT' and 'PROMOGROUP' AS THE REFERENCE IN ORDER TO MAKE IDENTIFICATION EASIER.

CONTACTS:

Any issues regarding artwork or transfer please contact

Aimee Regan or Laura Burton at B and P Lightbrigade

Emails:

aregan@bplightbrigade.com
lburton@bplightbrigade.com

Tel: 01932 568555.
Fax: 01932 568841.
ISDN: 01932 569160.

Post:

If you are sending artwork in the post please send to:

B and P Lightbrigade Group Ltd
Chertsey Business Centre
3 Riversdell Close
Chertsey
Surrey
KT16 9AS

Please use 'Promogroup' as the reference and the 'clients name'.

FTP:

FTP Server account details for Promogroup Folder:

We have created an ftp folder for yourselves, so you can transfer files direct to us over the internet. It has a unique login that only you can access. (You can upload and download data to your folder)

When you transfer data into your folder please keep jobs in individual folders, and also notify our sales staff

LOGIN DETAILS FOR MAC

If you use an Apple Macintosh then you MUST use an FTP Client, such as Transmit, Cyberduck, Fetch, etc...

Just enter the details below

address - 88.96.23.11
user - promogroup
password - promo3998

LOGIN DETAILS FOR PC

If you use WINDOWS, an ftp client is also the best way transfer data, FileZilla, SimpleFTP, etc...

However you can use internet explorer by clicking on the ftp link below.

This should open internet explorer and go straight to your folder, you will just need to enter your password.

To transfers files follow procedure below

Locate your files/folder, select the file/folder and right click, select copy from the sub menu. Bring the ftp folder window to the front, right click within the window and select paste from the sub menu. The artwork will be transferred.

address - ftp://promogroup@88.96.23.11
user - promogroup
password - promo3998

If you have any problems regarding the connecting/sending files then please contact

Shawn Wickens
BPLightbrigade
Colour/Prepress Manager

swickens@bplightbrigade.com
01932 568555

Time Scales:

Complete artwork is required 7 days prior to your campaign start date.

Promogroup is not responsible for chasing the copy and clients will be expected to pay the full cost of a campaign if creative is not received on time.