DESIGN GUIDE

Recommendations for using templates and creating files

The purpose of this document is to guide you in creating your art files in order to optimize their quality and rendering, and to avoid any production setbacks.

Any failure to comply with these points, which requires our intervention to modify the files that were initially submitted to us, may result in additional charges (provided in an estimate).

Would you like us to oversee the creation of your files? Please contact your sales rep for an estimate.

Should you have any questions or require technical support, we invite you to contact us at the start of your project.

How to proceed ?

1
Download the template for the product in question

It contains: : 1 download link for the design.guide, 1 Specs, 1 template Ai, 1 template PSD, 1 job.options

- Download_Design_Guide
- MKG_EUR_Specs_Easy2x3_V1_20150616.jpg
- MKG_EUR_Template_Easy2x3_V1_20150616.ai
- MKG_EUR_Template_Easy2x3_V1_20150616.psd
- XPO.center2015.joboptions

2
Work directly in the template

All of our templates have a **1:1 ratio** and have been designed for graphic design professionals.
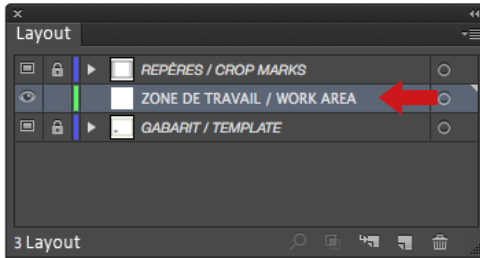They work with Adobe Illustrator and Photoshop, and are subject to change.
It is therefore necessary to always refer to the most recent version of the document.
The use of InDesign is not recommended for large format graphics, and this is why we do not provide templates for this program.

In Adobe Illustrator :
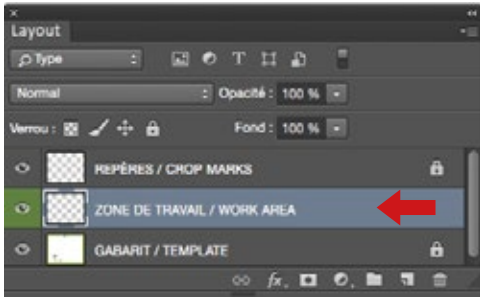
The AI file contains three layers:

- The CROP MARKS layer, which includes the various layers of the TEMPLATE layer and acts as a guide during file creation

- The WORK AREA layer, dedicated to file creation.
You should work in this layer

- The TEMPLATE layer defines the creation area (work area, bleed area, sensitive area and visible area)

ATTENTION: The «CROP MARKS» and «TEMPLATE» layers are locked and do not appear when the file is exported to PDF format (NON-PRINTABLE layers).

In Adobe Photoshop :

The PSD file contains three layers:

- The CROP MARKS layer, which includes the various layers of the TEM PLATE layer and acts as a guide during file creation

- The WORK AREA layer, dedicated to file creation.
You should work in this layer

- The TEMPLATE layer defines the creation area (work area, bleed area, sensitive area and visible area)

Work in the «WORK AREA» layer, use the visual marks in the «CROP MARKS» layer, and once your creation has been finalized, MASK OR DELETE THE «CROP MARKS» AND «TEMPLATE» LAYERS SO THAT THEY DO NOT APPEAR IN THE FINAL FILE.

ONLY YOUR CREATION LAYER SHOULD REMAIN AND SHOULD NOT CONTAIN ANY PRINT MARKS.

Definition of the various work areas

WORK AREA: Defines the entirety of your work space

VISIBLE AREA: Includes the sensitive area and safe area

SENSITIVE AREA: We do not recommend placing any text or logos in this area.
This is the area in which your image may disappear or become distorted during production.

BLEED AREA: To avoid problems during the cutting process, it is essential to leave a bleed.
Do not include crop marks: the bleed must consist of your image and not white space.
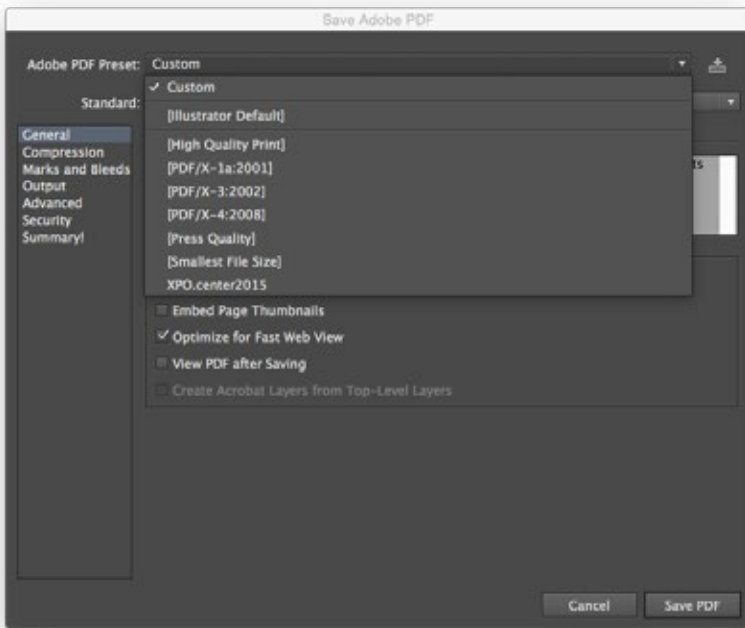
3   Job options

XPO.center.jobopti
ons

Job options are PDF export parameters which certify that a file is compliant with our printing properties.
By installing a job option, the quality of your prints will be enhanced (the final results will be truer to your desired rendering).
What does a job option do?

- Integrates fonts
- Prints all elements higher than 100 DPI at 100 DPI
- Provides conversion into CMYK while complying with the color standard COATED FOGRA39 (ISO 12647-2:2004)

Each time you create a new file, please install the job options we have provided, which may be downloaded from the xpo.center

1 - Install by double-clicking it
2 - Select the job option when exporting your graphics to PDF format (see thumbnail below)
3 - In one click, your PDFs will be ready to be uploaded to the platform

4   Name your files

Please name your files with the following rule :

CLIENT NAME - N°ORDER – PRODUCT NAME – PROJECT NAME –letter or line number

Exemple : StandFrance -150465-Xtension3x3-LaPoste   Or   *StandFrance -150465-Xpressions3x3-LaPoste-A »*

Résolution

We strongly advise that you use **a resolution of 100 DPI in the final format** with a 1:1 scale (minimum 72 DPI).
Files will not be accepted by xpo.center at a resolution below 72 DPI

File format

• **Only PDF files are accepted.** Please provide us with one graphic per submitted file **(1 graphic = 1 PDF).**

• **Attention: All fonts must be vectorized and image links must be embedded.**
Your file should not contain any crop or print marks. Do not use the overprinting mode.

Colors

Files exclusively in **CMYK**
Please convert your Pantone files into CMYK format.

If you desire a specific color rendering, please provide us with a color proof created with the file you have sent us
before placing your order. Otherwise, printing will be done according to our usual color profile.

For black areas (large format), we recommend reinforcing black by 20% with three other colors
(C 20 M 20 Y 20 K 100).

Note: Please be advised that colors printed in your graphic will differ from those that appear on your screen or on glossy paper.

Illustrations

When selecting images and illustrations, please take technical requirements of production into account:

• Scaling: ensure compliance with enlargement ratios
• Choice of format: ensure suitability with formatting
• Choice of colors: consider quality and respect of colors (see «color» section)
• Use of gradients: create them in the desired format to avoid any smoothing problems in your graphics
• Verification of resolution and definition: always remember to check the rendering of your graphics in the final format using a 1:1 scale

By following these recommendations, you will ensure that your files are compliant.

Fonts

It is recommended not to use thin and ultra-thin fonts. There is a high risk of colour migration.