Production files

To ensure the best possible result with the production of files not in house made, please follow the guidelines below.

General guidelines for all types of files

Font style: All text shall be outlined/drafted before forwarding to BrandFactory

File format: All forwarded documents shall be sent as a PDF file. Please use PDF/X-4. In case of is another agreement (typically because of processing of files), we will receive the raw files from the illustrator, InDesign and PhotoShop. Please remember to 'pack' the files so that all pictures and text are linked together. All material should be gathered together in one folder. Please be aware that if BrandFactory is expected to work on 'raw' files, that there will be an extra cost included for time spent, unless otherwise agreed in advance.

File management: As a starting point, we do not recommend sending files larger than 10 MB. In case of bigger files, we recommend that you send via Wetransfer.

Cutting and cut marks etc: All files should be delivered with 5mm bleed and bleed marks. With double-sided print, the files should be delivered with 10mm bleed and bleed marks.

Resolution: The resolution on pictures/bitmap, depends on how far the viewing distance is.

Viewing distance > 5 meter: Min 25 dpi.	Viewing distance > 3 meter: Min 60 dpi.
Viewing distance > 1 meter: Min 80 dpi.	Viewing distance < 1 meter: Min 120 dpi.

Vector graphics

Colour: As a starting point all colours should be in CMYK – although Pantone colours are also acceptible. However, one should be aware that Pantone colours are automatically imitated by the CMYK-scale in production, where there is less of a deviation/difference. When you forward these documents, the Pantone colours should be in the Pantone Coated scale.

Deep black: This should be defined as C30 + M30 +Y30 + K100

Scaled material: As a rule we would like the material in scale 1:1, although never larger than a maximum of 5 meters in either height or width. If the measurement is surpassed, the file will be scaled.

Filename: The file name should include information on height and width in millimeters as well as any scaling, for example the file name might look like this: >>Artwork_B6000xH420mm_Skala_50%<<

Bitmap

Scaled material: As a rule we would like the material in scale 1:1, although never larger than a maximum of 5 meters in either height or width. If the measurement is surpassed, the file will be scaled.

Resolution: Min. 100 dpi. (Note the viewing distance, see resoultion section)

Filename: The file name should include information on height and width in millimeters as well as any scaling, for example the file name might look like this: >>Artwork_B6000xH420mm_Skala_50%<<

Lambda

File type and quality: Files shall be delivered as an 8-bit .tif-filer or .jpg-files at the highest quality possible.

Scaling and trimming: In case of the print not being mounted – the print needs to be sent in a scale of 1:1 and delivered without 'bleed'. If the print needs to be mounted, it will be made with a 'bleed' of 5mm.

Resolution: The resolution should be a minimum of 200 dpi or 400 dpi, depending on the file type.

Colour scale: AdobeRGB.

TURNING CONCEPTS INTO REALITY