

# PRINT RELATED FREQUENTLY ASKED QUESTIONS

## PAPER STOCK

All jobs printed by BUILDHOLLYWOOD will be produced on white 115gsm Blueback poster paper.

## COLOUR PROFILE

For best results, we recommend using the COATED FOGRA39 colour profile.

## IMAGE RESOLUTION

We recommend a minimum of 300dpi for all artwork that will be scaled up form 25% or 50%. For artwork that will be scaled up from 10%, 600dpi would be the preferred resolution. Any text/logo elements should be vector format rather than bitmap, wherever possible.

## CMYK / RGB

Print should ALWAYS be designed within a CMYK colour space. RGB designs should only be used for on-screen design as it can’t be replicated in print.

The designs will always look slightly duller in CMYK than they do in RGB unfortunately, but that’s because they’re a truer representation of what you’ll see once printed. Paper absorbs the majority of the light and reflects a small percentage back out. Screens produce their own light in red, green or blue pixels, which combine to produce the vibrant colour spectrum that makes up RGB. CMYK designs will match what you see on screen much closer when designed with this in mind.

## PANTONE COLOURS

Unfortunately we are unable to produce any Pantone colours as our method of printing is Digital CMYK, and Pantone inks are not used in this industry. We can only produce a CMYK alternative. Pantone colours require a Lithographic printer, but this process is very expensive on small runs and usually requires a much greater turnaround time than digital printing.

## SAFE AREA

This is the area highlighted on our specs with a magenta line and is there as insurance for our installers, should any stretching occur during install. Due to the nature of the posting method, there is a chance the paper may stretch slightly. There is no guarantee of the amount of stretch that may occur as there are many variables that can affect it such as weather and temperature. Our specs are tailored to cater for the ‘worst case scenario’, so often, there will be not as much stretch as our specs allow for. For best results, we recommend designing with background colours / images to the full extremities of the entire artboard, including the bleed area, and keeping all vital elements such as text / logos / foreground images, all within the safe area. This will guarantee nothing vital will be at risk of being trimmed into during the posting process.

## ARTWORK CONTAINING BORDERS

Unfortunately, if borders are included on the designs, it’s unlikely that they will end up with equal spacing all around once posted, because of the above-mentioned safe-area issues. Therefore, we recommend limiting, or even avoiding altogether, the use of borders on the designs. If borders are included, then it shall be at the client’s own risk of uneven posting and no responsibility shall be taken by Buildhollywood for fault if the client is not satisfied with the final results once the campaign is posted.

## TAKEOVERS

Site takeovers can be provided as individual 4-sheets if preferred, as long as there are no overlapping elements between panels. If there are any overlapping elements on the design, then we need them to be supplied to the correct full takeover specs.

## TEMPLATES

Templates are available upon request for all formats in (Adobe Illustrator files only).

## ARTWORK DEADLINES

Our artwork deadlines are the Wednesday 2.5 weeks prior to the campaign start date. We require artwork no later than this to ensure that each stage of our production process is completed in good time for the campaign start date. Any late artwork could result in the campaign going up late.

## SITE VISITS / PHYSICAL PROOFS

Unfortunately we cannot allow clients any site visits to the print warehouse for any print approvals due to our unpredictable print schedule. We can only accommodate digital proofs. Printed proofs must be pre-arranged and artwork received a minimum of 1 week prior to the artwork deadline (3.5 weeks prior to the start date).

## VIEWING DIGITAL PROOFS

Please note - when reviewing digital proofs, please make sure to download the files to your local drive and open them within Adobe Acrobat Reader/Pro software. The Attachment Preview software within most email clients will display the files, but they may not display correctly, as they often contain glitches that do not show an accurate representation of the artwork when viewed in this preview software due to the low-resolution of the proofs. If you do not have Adobe Actobat Reader installed, you can download it for free by using the following link - <https://get.adobe.com/uk/reader/>