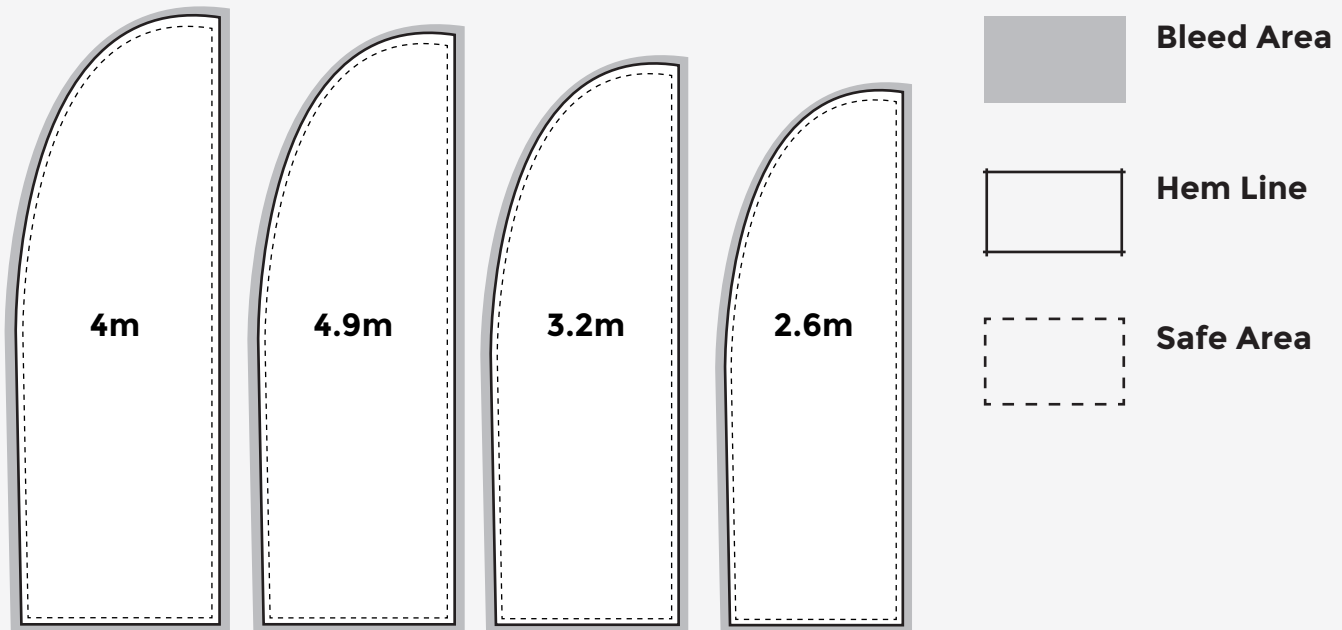


# FEATHER FLAGS

## DESIGN GUIDELINES

There are several things you'll need to consider when setting up your file. Here are some important guidelines to keep in mind.



## ARTWORK SIZE

4.9m (inc. pole) - 258mm x 959mm  
4m (inc. pole) - 235mm x 842mm  
3.2m (inc. pole) - 147mm x 650mm  
2.6m (inc. pole) - 160mm x 465mm

This size is the total height of the flag, including the pole. These sizes are scaled 25% of the finished size. This includes the required 3mm bleed on all sides.

## SAFE ZONE

We recommend that borders/frames are at least 3mm. Please make sure this area does not contain important text, images or logos (unless they bleed off the edge.)

## COLOURS

Supply as a CMYK PDF

## FONTS

Should be embedded in the PDF or converted into curves/paths.

## RESOLUTION

The optimal resolution for the print files is 300 dpi.

## WIND-RESISTANT

Crest Flags are wind-resistant due to their 110g/m<sup>2</sup> flag knit material which has a mesh feel. When free-standing, our flags are suitable for use in 13-18mph winds.

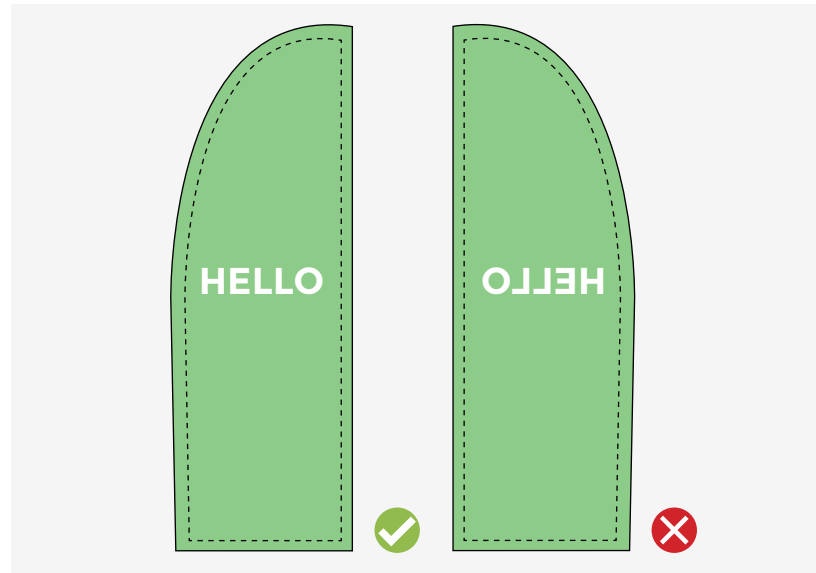
## ADDITIONAL ITEMS

Feather Flags come with a fibreglass pole and bag for easy assembly and transportation.

## ORIENTATION

Crest flags can be ordered as single or double sided. It is important when placing your order that the orientation layout matches your order. All pages must be supplied portrait with the correct positioning for each flag. To understand the correct positioning please download the relevant template that will show the correct orientation of each flag.

Please do not mirror the template in any way. We need the file supplied in the same format as the template.



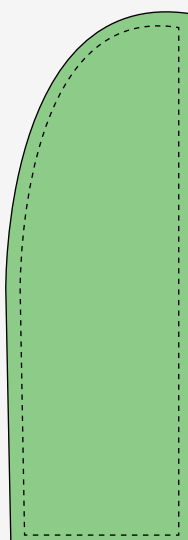
## DOWNLOADABLE TEMPLATES

When designing a job, if you are in any doubt as to the correct sizes/proportions, we have templates available to download free of charge from our website. Use these as a guide when designing your job, then remove them before supplying us the artwork for print, see more below.

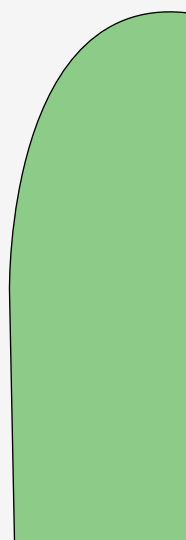
## SUBMITTING ARTWORK

When submitting artwork, please send us two files: one with the artwork template visible and overlaid on your artwork, and another with the template removed, displaying only your artwork. We use the first document to check your files are accurate, and we will print the second file.

Please Note when submitting your artwork please do not adjust the size of the template by scaling. We require your print file the same size when the template was downloaded.



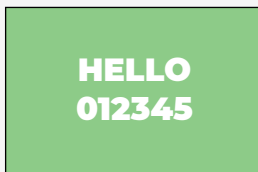
Artwork template visible with overlaid artwork



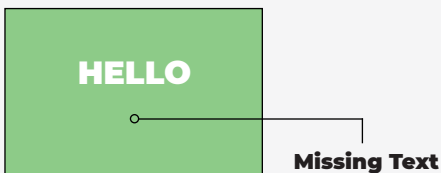
Remove the template displaying only your artwork

## ADDING TEXT ON TOP OF A PDF

**Figure 1 - Screen File**



**Figure 2 - Printed File**



Please do not add text on top of a PDF using using PDF viewers, as this will mean it isn't embedded in the PDF and will not be included in the job when sent to print.

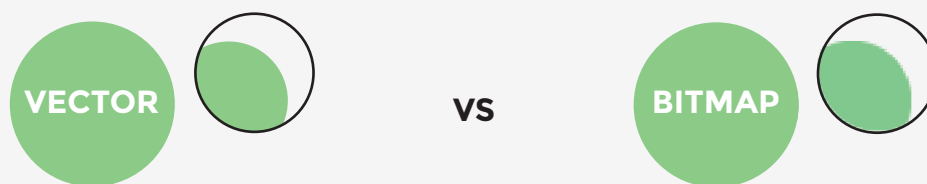
It will have, in effect, been added on top as a 'note'.

This text tool must never be used on PDF's supplied for litho-printing as it doesn't flag up the same way an actual unembedded font would therefore may not be detected.

See graphics to the left, figure 1 the text has been added in Adobe Acrobat, using the typewriter tool. In figure 2 the flyer has been processed through our system and resulted in the text not being printed.

## VECTOR GRAPHICS ON TOP OF BITMAP BACKGROUNDS

Once printed, areas of colour in your artwork which have vector fills will appear differently to bitmap fills, even when the colour values are identical. This creates a visible join between the elements where vector colour meets bitmap colour, and will become more pronounced if RGB colour has been used as RGB will be automatically converted to CMYK. Instead, extend your bitmap colour out in a bitmap package, such as Photoshop, to avoid the joining of vector and bitmap colours completely.



## PDF CREATION

When creating your PDF to submit for print please use a recognised PDF-maker such as Acrobat Distiller to make your PDF. Always save as a High Quality or Print Quality PDF. If using Acrobat Distiller then choose PDF/X-1a:2001 from the drop-down list.

When creating your PDF please embed all fonts and include the bleed.

Create your PDF with crop marks if possible. Supply all files as 1up as we will deal with the imposition at this end.

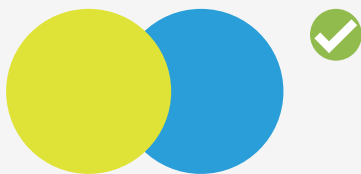
Please always view your PDF with Output Preview open before submitting it for print as this gives the most accurate representation of how the file will look once printed, and may flag up errors that aren't visible without Output Preview open.

## ADDITIONAL INFORMATION

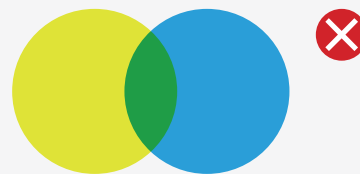
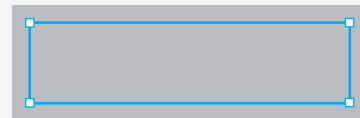
The minimum printable line weight is 0.5 pt. The minimum printable font size is 12 pt. We do not advise placing frames and passepartouts too close to the edges, to avoid any inaccuracy due to the cutting tolerances.

By default, when overlapping opaque colours are printed, the top colour knocks out the area underneath. Overprinting prevents knockouts and allows the inks to overlap. To avoid unexpected colour results, check that your file does not contain overprinted objects or text.

### NO OVERPRINTING



### WITH OVERPRINTING



## HOW TO CARE FOR YOUR FLAG

Wash in a regular washing machine at 30 degrees Celsius with everyday detergents. Please allow to completely dry before folding and storing.



**Wash at 30 degrees**



**Flat dry**



**Do not tumble dry**



**Do not iron**










**Do not dry clean**



**Do not bleach**

## FLAG BASE OPTIONS

Our table below shows which bases are available for each flag offering. Each flag is available to order as a standalone product (in other words, you don't need to order a flag to order a base). We offer a selection of bases to suit every requirement. Choose from a large or small cross-base, depending on the size of the flag, or a spigot for securing in grass. Alternatively, upgrade to our heavy-duty base which can be filled with water or sand to ensure it stays put. You can even order bases separately.

	Base	Weight Capacity	2.6m	3.2m	4m	4.9m
	Concrete Base	22kg	✓	✓	✓	✓
	Drive On Car Base	N/A	✓	✓	✓	✓
	Plastic Ground Spike	N/A	✓	✓	✓	✓
	Standard Ground Spike	N/A	✓	✓	✓	✓
	Large Cross Base	N/A	✓	✓	✓	✓
	Large Water Base	30 Litres	✓	✓	✓	✓
	Small Water Base	15 Litres	✓	✓	✓	
	Small Square Base	7.26kg	✓	✓	✓	
	Small Cross Base	N/A	✓	✓	✓	
	Budget Ground Spike	N/A	✓	✓	✓	

## ACCEPTED FILE FORMAT



### JUST PRINT

We will automatically Just Print your Print Ready PDF as supplied.  
Please note: Just Print files must be supplied as PDF's only. Jpegs, tiffs and eps files will be rejected for all Just Print jobs.

### FILE CHECK

We will offer the safety net of a double check on your Print Ready files before proceeding to print.

### FILE ASSIST

We will turn your finished design into a Print Ready PDF.

### DESIGN

We will design your product for you. Just send us the design brief at the end of your order.

## CHECKLIST



**DOWNLOAD THE TEMPLATE**



**INSERT YOUR ARTWORK**



**KEEP GUIDES ON ONE FILE**



**SAVE AS PDF**



**UPLOAD AND PRINT**



**PDF**



**300 dpi**



**CMYK**



**3mm Bleed**



**Crop Marks**