



## Artwork Guidelines for Chromgobo<sup>®</sup>s

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## Artwork Guidelines for Chromgobo®s

The Chromgobo®s we manufacture can only be as good as the customer's artwork. Our Chromgobo®s are made using state-of-the-art laser technology, featuring highest optical resolution and pure, brilliant colours. Please note, that resolution of details, sharpness and brilliance require high quality artwork.

## Quality Requirements

**Please help us to provide you with the best possible results by providing us optimal artwork that complies with the quality requirements mentioned below.**

Artwork of insufficient quality, sketches or blueprints cannot be processed in a direct way. In such cases the customer's artwork can be scanned and reworked by our qualified staff. We will send you non-binding and free our cost estimate.

## Colours

We usually match the colours of customer artwork with our standard colour palette, including 15 different dichroic colour filters. For more information on dichroic filters please contact ENLIGHTENING Australia.

**All colours assume that they are projected on a neutral white surface with a 5,500°K lamp.**

We guarantee the exact match of colours only under suitable projection conditions.

In case your artwork requires a colour that does not match with our standard colour palette, this colour can be achieved by combining dichroic filters. Please specify special colour requirements at the time of your order. We will immediately give you information about additional charges.

Please keep in mind, that precise colour specifications are only possible when using standardized colour systems, e.g. Pantone-System, HKS-colours. We strongly recommend using a standard printed colour chart to determine a certain shade of colour.

# Electronic Formats

We usually prefer customer artwork in an electronic format. Files can be sent per e-mail, ISDN or they can be shipped on CD-ROM, floppy disk and ZIP-Media. Please note, that files which are attached to e-mails, should not exceed a size of 10 MB.

Digital artwork files can be divided into two groups:

## 1. Vector Files

Vectorized artwork is used for line art, graphic art that includes single colour areas, text and logos.

Please keep in mind, that our computer systems do not contain the same fonts that are installed on the customer's computer. Therefore it is very important to convert text into line art before you transmit your vectorized artwork files.

In case the text is not converted into line art, characters may be displayed incorrectly. Suitable file formats are:

- Corel Draw (.cdr)
- Adobe Illustrator (.ai)
- Macromedia Freehand (.fh)
- Encapsulated Postscript (.eps)
- Postscript (.ps)
- Adobe Acrobat (.pdf)
- Windows Metafile (.wmf)

Examples: Chromgobo®s that are based on vectorized artwork files:



## 2. Pixel Files

Pixel files are commonly used for colour photos, black and white photos and graphic art that includes colour gradients or greyscales.

Minimum resolution of a pixel file should be 600 dpi at an artwork size of 7 x 7 cm (2.8 x 2.8 inches). A higher resolution may lead to better results. A small pixel file cannot be digitally enlarged through interpolation to achieve the required resolution and artwork size. Missing details and a lack of resolution cannot be restored using the computer. It is important that the original artwork files comply with our quality requirements.

By way of an exception, pixel files can be compressed to a low degree, e.g. as jpeg-files. In many cases compression of pixel files generates a loss of quality. We recommend shipping artwork files on CD-ROM when the file size exceeds 10 MB. Suitable file formats are:

**Adobe Photoshop (.psd)**

**TIFF-Bitmap (.tif)**

**Windows-Bitmap (.bmp)**

**JPEG (.jpg)**, compression with a minimum quality of 80%

**Encapsulated Postscript (.eps)**

Please render all text layers when using Adobe Photoshop files (.psd).

**Examples: Chromgobo®s that are based on pixel artwork files:**



category 2

category 4

## Camera-ready Artwork

If the customer artwork is not available as electronic data, it is possible to scan and rework it by our qualified staff. Please note that more processing time is required, causing additional charges. Camera-ready artwork can be:

**Colour photos on photographic paper**  
**Colour slides our negatives**  
**Computer printouts**  
**Drawings**

## How Can I Transmit My Artwork?

**Per e-mail to: [gobos@enlightening.com.au](mailto:gobos@enlightening.com.au)**

**Per mail to:**

**Enlightening Australia Pty Ltd**  
**Chromgobo® Production Department**  
**49 Hilltop Road**  
**Clareville NSW 2107**

## Do You Have Any Further Questions?



Our team is always at your disposal.  
Gobo hotline: **(02) 9918 7225**  
E-mail: **[gobos@enlightening.com.au](mailto:gobos@enlightening.com.au)**

Opening hours:  
Monday - Friday: 8.30 am - 5.00 pm