

Copyright

All images/logos forwarded to Muraspec, be it in physical or digital form, must be owned by that person or have reproduction rights (i.e. royalty free) from the original artist or supplier.

Please see our Terms and Conditions for further information.

Source Material

Muraspec's Digital department can capture your original image using various scanning techniques for a moderate charge.

We do not recommend the use of conventionally printed images, as the dot pattern used to create these images will not reproduce successfully.

Colour

Our colour calibration software allows accurate matching to your original file within the scope of the approximated digital ink jet process. Our proofing process will allow you to agree on colours prior to commitment to production. Please inform us of any specific colour requirements when submitting your artwork.

Resolution

We recommend that rasterised files have a resolution of 100dpi at final output size (ideally no less than 50dpi) for high quality prints. Every image is unique and these guidelines may alter depending on the file. We can assess your file upon submission and advise you of it's suitability.

If your file contains vectors/gradients/text in a rasterised image format, the resolution levels must be sufficiently high to prevent stepped edges/gradient.

File Types

TIFF is the preferred file type for raster files/images (with no compression). If the image contains layers, please flatten before sending. EPS format is the preferred format for vectors/text. Please convert all text to outlines.

We will accept JPEGs so long as the compression rate is set to the highest quality. We also accept industry standard file types: AI, PSD, and PDF (press quality).

If you have a file and are unsure of it's suitability, your Business Manager will be happy to find out for you.



Layout

Digmura is designed to be applied in an overlap and trim format. We recommend that each piece (drop) for your final file should show a 1220mm image plus two equal bleeds of 25mm each side for matching. A 50mm bleed is advisable top and bottom to allow for application tolerance and walls which may not be square.

The Muraspec Digital Studio will be happy to apply the correct layout to your file if necessary, free of charge.

Creative Services

Muraspec Digital Studio can help create customised designs to your creative briefs. Creative services are charged at hourly to daily rates depending on requirements. See your Business Manager for more information.

Image Galleries

The following web sites are recommended as they provide quality imagery, often with high resolution for large wall graphics. Most provide searches based on key words in order to focus their archives to your needs.

In general terms it is advisable to purchase the highest possible quality image to ensure the best print possible. Please ask the digital team advise prior to making your purchase.

General Photography, Illustration and Graphics:

www.shutterstock.com (recommended)

www.gettyimages.com

www.fotosearch.co.uk

www.inmagine.com

www.ablestock.com

www.corbis.co.uk

Photographer Licensing and Fine Art sites:

www.sunnyphotography.com

www.artvisions.com

Panoramic Speciality sites:

www.panoramicimages.com

www.wideimages.com

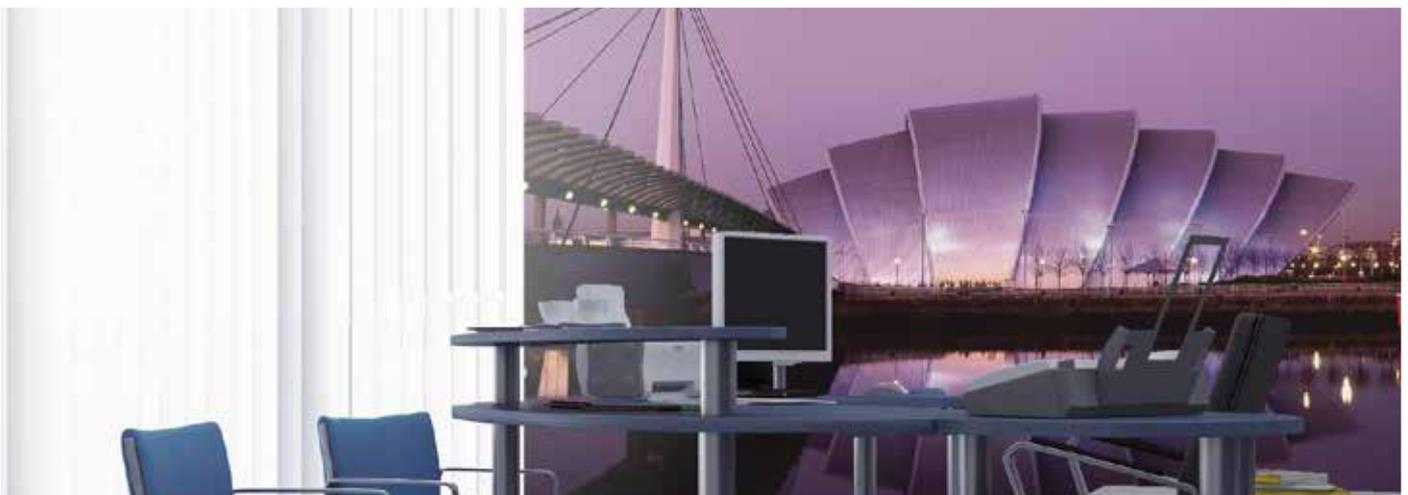
www.longskinnypictures.com

Aerial Photography

www.getmapping.com (UK)

www.terraserver.com (Global)

www.globeexplorer.com (Global)



General Information:

Email for all digital enquiries: digital@muraspec.com

FTP: <http://www.hightail.com/u/MuraspecDigital>

Web: www.muraspec.com/digital

Resolution for supplied images:

100dpi at final output size (recommended). Note: Assessment of any file free of charge

File layout:

Adjusted to suit installation free of charge

Our print output:

CMYK Solvent and UV

Photographic resolution. Quality of print depends on quality of artwork.

Our Products:

Muraspec Digimura Smooth (smooth finish)

Muraspec Digimura Tactile (canvas finish)

Muraspec Digimura Fine Grain

Muraspec Digimura Pearls

Muraspec Digimura Atlanta

Muraspec Digimura Crush

Muraspec Digimura Fibreglass

Muraspec Digimura Pumice

Substrates are non woven polyester and printed product is fire resistant to BS476 Class “O”.

Technical specifications and hanging instructions available on request.

Custom solutions available on request.

This document contains guidelines only to cover basic questions. The Digital Team will be happy to answer specific questions via your Business Manager.

