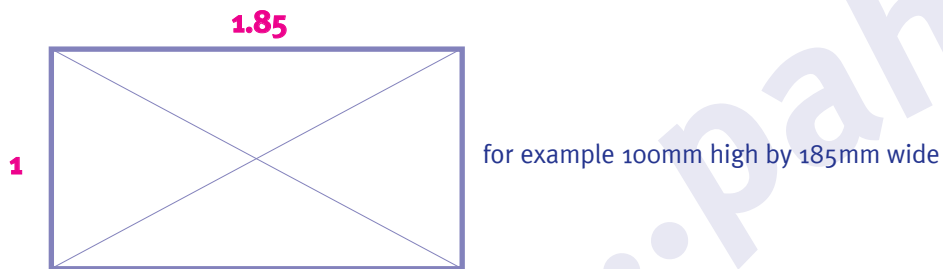


# Pearl & Dean

## Slide artwork spec sheet

The dimensions of all artwork supplied should be to the same ratio as the cinema screen - 1:1.85



The artwork should preferably be provided as one Photoshop file (EPS or JPEG) in **RGB** (not CMYK) at 300dpi for full colour artwork or Illustrator/Freehand EPS files with all type converted to outlines.

If the data is compressed, please make the files self-extracting.

All bitmap images should be of a reasonable resolution i.e. at least 5Mb in size (when not compressed)

We **cannot** use files put together on PC DTP or presentation software such as Powerpoint.

**Please include all files, images and fonts (both screen and postscript) we do not use True Type fonts.**

**Also include a colour printout for us to use as a guide.**

For greatest impact keep the design simple. Darker backgrounds with contrasting text tend to work best on screen. Avoid white backgrounds as these are prone to flare. Keep words to a maximum of appx.30. Pearl & Dean maintain the right to refuse artwork where the content is deemed inappropriate.

**We can accept the files on:** CD (preferred format)  
or by email (we do not have ISDN)  
**(must be Mac compatible)**

**The software we use is:** Quark Xpress  
Adobe Photoshop  
Freehand

Artwork can be emailed to [designteam@pearlanddean.com](mailto:designteam@pearlanddean.com)

Or posted to:  
Design Team  
Pearl & Dean  
3 Waterhouse Square  
138-142 Holborn  
London EC1N 2NY

If you have any further questions, call the Design Team on 020 7882 1100

Please be aware that there is a production charge of £300 per creative execution.

**[www.pearlanddean.com](http://www.pearlanddean.com)**