



Artwork Requirements for Print

File Types.

We accept files as Adobe Illustrator, Quark Xpress, Adobe InDesign, Photoshop, PDF's, jpegs, and tiffs.

Microsoft Publisher, PowerPoint and Word files are not really types of programmes geared up for commercial printing. As they use the wrong colour scheme and usually the images are too low in resolution. They are subject to converting charges and to be proofed by the customer prior to printing to check quality and layout)

Illustrator or Freehand

All text can be converted to outlines or curves and as such removes any potential font problems that could occur especially if PC fonts are used in files.

Embedding Images,

Do not embed images into Freehand and Illustrator documents but rather link the files to the main document and supply them separately.

Quark Xpress (3,4,5,6 and 7)

You will also need to supply all fonts (screen & printer) and files (pictures and logos) used within the document.

PhotoShop Images

PhotoShop images flatten layered files, and supplied in CMYK.

Saving Images.

Save all files where possible as Photoshop **tiff** or **jpeg** files with jpeg maximum quality encoding and 8 bit Macintosh preview. Where tiff files are used please save as an LZW compressed file.

Resolution.

A scanned image resolution should be supplied 300dpi at full size. The Quality of your images is your responsibility, therefore ensure that all scanned images supplied are of a sufficient quality

Fonts.

Supply all fonts used if setting up artwork in Quark Xpress. If using Freehand and Illustrator please convert all text to paths / curves.

Bleed

All printing processes require bleed and digital print is no exception. The amount does depend on the output size but a good average is 5mm at full size on each edge.

Logos.

Where possible, please supply logos in vector format with all text converted to outlines. If a specific Pantone colour is required please give details.

Colour Matching. Where possible supply a printed sample hard copy so we can match Pantone colours where they exist. Otherwise please supply a swatch of a colour which is required so that we may endeavour to match the colour. We will only match colours as far as time allows and will try within the constraints of CMYK digital machinery to get as close as possible.

There is no absolute alternative for a Pantone colour to perfectly match than to actually print the

colour as a spot special which is NOT possible with digital output. Our colour matching is excellent but it will never be an exact match. Please also be aware that fluorescent and metallic colours can not be replicated.

We also require either a pdf or visual (layout purposes only) of the final files supplied for output. Advise designer to use the spell checkers available with most software packages as mistakes that are printed are chargeable, we charge for printed mistakes.

We can receive artwork in the following options: CD and/or DVD disc, USB/memory stick, or through email.

We assume that the customer has a competent level of knowledge with regard to printing processes and setting up artwork is understood by those persons /organisations who are supplying output ready artwork. We are available to answer questions and offer advice on most software used in design and indeed the various printing processes but our ability to understand what you want as a final job is only as good as the artwork / information supplied.

Please Note:

Any amendments/production work not specifically discussed and agreed upon in the original contract will be charged for as an additional and separate cost. This may include:

Rework of Quark files for documents submitted that do not meet the mechanical specifications (above)

Rework to convert CMYK to spot or special colours (unless with prior agreement)

Rework on graphics files that do not meet our printing parameters.

Thank you.