

Print-Ready Artwork Specifications



Suitable Artwork Files:

We can accept customer generated artwork created in the following applications:

Quark Xpress [up to v6.5] not Quark Passport

Adobe InDesign [up to CS3]

Adobe Illustrator [up to CS3]

Macromedia Freehand [up to MX]

Adobe Photoshop [up to CS3]

Adobe Acrobat PDF* [up to v.8]

Adobe Pagemaker [up to v.7]

Generic EPS file**

Generic (flattened) JPEG with 300dpi resolution and CMYK colour space

Files submitted in these formats / file types should have text converted to paths / outlines where possible, but customers should note that typographical changes cannot be made by ourselves to converted text.

** EPS files (Encapsulated Post-Script)

Please note that we can accept artwork outputted from any of the above applications plus other selected programmes in EPS format including Corel Draw.

* PDF files (Portable Document Format)

These files are only as good as the individual who has created them. Common problems with PDF files are: Occasionally the images within these files are saved in RGB mode and consequently do not separate to CMYK (four colour process) on our RIP (Raster Imaging Processor). The end result in a monochromatic (grey) image.

Fonts

Fonts which are not embedded by the PDF author will be substituted by default system fonts. Generally, if distilled (encoded) correctly by the host application (inDesign, Quark etc.) or by Acrobat (not Acrobat Reader) PDF files are a trouble-free way of transferring files without the danger of the files changing from customer copy to printed result, as all information is self contained, ready for importing into press / imposition software.

Images / Picture Files:

Images supplied with your artwork must be supplied as high resolution (300dpi) TIFF, PSD, EPS or JPG files saved in CMYK colour mode. Images extracted from websites are not normally acceptable due to high compression imposed upon them and low resolution (72dpi) output. GIF files from websites should also be avoided due to extremely limited colour depth.

Images from Digital Cameras

If you intend to supply images taken by means of digital photography, please ensure that you use the highest possible resolution setting on the camera in question. This will produce a much higher quality image for print work.

Unsuitable Artwork Files:

The following applications should not be used to generate print-ready artwork:

Microsoft Powerpoint

This is a programme designed to produce slide-show presentations.

Microsoft Publisher

This application produces file types which are not compatible with industry standard software. It is possible to extract text from such files but should be avoided unless absolutely necessary.

Microsoft Excel

This is a spread-sheet application and is not designed to layout text and graphics other than for table usage. Again, it is possible to extract text from such files but should be avoided unless absolutely necessary.

Microsoft Word

We can use this for basic mono work, and for the supply of text content. However, images are normally embedded in RGB format and require editing before use. Images should therefore be supplied as separate files in CMYK mode, with a 300dpi resolution.

Important Notes:

Any artwork supplied should have a 3mm (minimum) bleed in place to allow for minor shifts in position when trimming to size.

Text content should not be placed within 5mm of the page edges.

A hard (printed) copy should be supplied with any artwork disks supplied to us for outputting. If artwork is sent by email, a suitable PDF file should be supplied also or ideally a printed copy should be posted to us for comparison.

When supplying artwork which features full colour images, it is advised that any incidental colours used within this artwork are also made in the CMYK colour space (made up from mixes of Cyan, Yellow, Magenta and Black) and not RGB as these colours will have to be converted for correct output of the work in question.