

Artwork & Print Specification guide

PRINT READY ARTWORK SPECIFICATIONS

If you already have a designer, can design it yourself or have existing artwork then simply follow our artwork instructions. Any questions please call our artwork studio.

FILE TRANSFER options:

- 🍏 FTP
- 🍏 email
- 🍏 'YouSendIt'

MEDIA FORMAT options:

- 🍏 CD
- 🍏 DVD
- 🍏 USB Memory Stick
- 🍏 Portable Hard Drive

We use Stuffit as our Compression / Expander software.

HOW TO PREPARE YOUR ARTWORK:

We can handle artwork from the following software packages:

- 🍏 Adobe Illustrator CS3
- 🍏 Adobe Photoshop CS3
- 🍏 Quark Xpress 6.0
- 🍏 InDesign CS3

Documents to be 300 dpi at 25% of final size

5mm bleed with trim marks (trim mark offset = 5mm) **WIDE FORMAT = 40mm bleed**

Images to be converted to CMYK, cropped and scaled at 300dpi prior to placement in document

All fonts to be outlined (vector based software only)

Please supply all original files along with any imported scans, logos, fonts etc

NO COLOUR BARS OR REGISTRATION MARKS

If you are supplying artwork not created in one of the listed software packages please output your files as an EPS or Press Ready/High resolution PDF with all elements, gradients and transparency flattened.

Please make sure that the artwork files you send match our specification. We cannot be held responsible for errors that occur resulting from artwork supplied that does not meet our specification and reserve the right to charge for any remedial work prior to printing. Correct artwork means no additional charges or time delays.

PROOFING and COLOUR MATCHING

We will always supply a PDF proof for sign off prior to production, this proof is not a colour correct document but for layout only.

As print media comes in different materials and grades it may be necessary to supply a colour correct sample / proof for approval printed onto the specified media.

We will attempt to match any colour swatches supplied, however the four colour process can only reproduce a certain range of colours, e.g. it cannot reproduce all Pantone™ colours. If colour matching is critical, you must provide an accurate printout or pantone colour reference.

Colours

When work has been saved as detailed above, our print systems will output to the manufacturers preset representation of a colour. This is what the manufacturer considers to be the closest all round set up for good colour reproduction. In reality, no digital print machine can be expected to print an exact colour match without the operator making adjustments. If we are instructed to make sure specific colours are a close match our operators will make the required adjustments.

Vector Files

Vector files should be saved as ai or eps with all fonts converted to outlines. Where possible These files should be scaled to final size, colours set CMYK. Areas that are required to be 100% Black should have 40% Cyan added and greys should have a percentage of CMY to give a solid appearance with minimum banding. Any bitmap images should be embedded at 300dpi as detailed below and set as CMYK. This kind of artwork is the most reliable and easily adjusted.

Bitmap files

Bitmap images should be saved as tiff, jpeg or Adobe Photoshop eps files. For good colour reproduction these should be set as CMYK. If you have an image that is greyscale or has been created using only black it should first be converted to RGB and then to CMYK. This will print your black and white images using all the process colours achieving smooth grey tones with no banding. If complicated colour matching is required please supply your job as a layered psd file with each layer rasterised. If these steps are followed printing from a bitmap is a reliable process.

Resolution

300 dpi at 25% of final size

Potential problems to be aware of

Always supply a hard copy, especially files supplied from Quark to ensure your printed job is exactly as you require it. The colours on your computer monitor will usually appear different to the CMYK values making up your colour

Thank you,

The Studio, Ambient Graphics...

