

Everything you need to know about supplying artwork files correctly

File Formats Accepted

Press ready PDF - with fonts embedded, for best results high resolution 300dpi

Illustrator – fonts converted to outlines

Photoshop – layers flattened, at least 300 dpi, JPEG or Tiff

Indesign - fonts converted to outlines

Different Formats

If you wish to submit artwork created using a program not listed above we will try to accommodate you but please call us to discuss first.

Supplying Native Files

When supplying native files e.g. Indesign, please ensure all elements, document, images and fonts are in one folder and please compress using Stuffit or similar to .sit or zip files before sending.

Supplying PDF Artwork

We prefer all artwork to be supplied as high-resolution PDF format.

PDF's are rapidly becoming the standard file format for transmitting files for printing, but it is important to prepare your PDF file in the correct way

Correct Preparation of PDF Files

When creating a PDF in Acrobat Distiller, there are job options which must be set for commercial printing. These include default resolution, compression settings and font embedding.

Please ensure you choose high resolution. Compression settings for colour and greyscale should be downsampled to 300dpi with “auto compression” set on high. Bitmapped (monochrome: i.e. line art) images should be set at 600dpi. Font embedding should be set to “embed all fonts.”

CMYK not RGB Please!

Please ensure that all embedded images are CMYK (Cyan, Magenta, Yellow, Black) files. RGB images may look good on your screen but final output to print is always in CMYK. One should be aware that files converted from RGB to CMYK may alter the colour composition significantly!

Spot Colours (PANTONE)

If you supply your artwork in spot colours please ensure all colours are in the same Colour Bridge family (eg. coated or uncoated). When exporting artwork it is important not to convert colours to CMYK. Our preference is to have artwork supplied in CMYK.

Please ensure that artwork is supplied at the correct finished size required. If this is not possible, please inform us to allow time for amending the artwork.

Fonts

Our preference is to have all fonts converted to Outlines.

Lineart and Images

Scanned colour and greyscale images should be 300dpi at the final size in the document submitted for output. Images should be submitted as TIFF's, JPEG's or EPS.