

Print Ready Artwork



Specifications

The main points to follow when creating artwork are:

1. Our preferred format for receiving files is **PDF**.

We can also accept **Adobe InDesign, Illustrator or Photoshop** provided the files are packaged correctly with the necessary fonts and images.

We can accept files saved in Microsoft Office packages (Microsoft Word, PowerPoint, Publisher etc.), however these packages are not commercial design & print packages. All files are converted to PDF format for print and this conversion can sometimes generate unexpected results. A proof will always be supplied which must be checked carefully and approved before going to print.

2. Files must be supplied **set at the size you require them to be printed**, i.e. A4, A5, A6. We are happy to enlarge/reduce from one 'A' size to another, however please be aware that enlarging/reducing to an 'A' size from a size that is not of similar proportions can result in unexpected results that include (but are not limited to) increased margins and reduction in size of images/text.
3. Please allow **3mm of bleed** on all sides of the page. This means that any elements of the design that are intended to go to the edge of the page must be extended by at least 3mm beyond the edge, to allow for the tolerances of our cutting equipment and give a neat, professional finish.
4. Please ensure that all text, images, logos etc are at least **5mm in from the finished page size**. This is called a 'quiet border' and, similar to a bleed, will allow for the tolerances of our cutting equipment and prevent an uneven finish.
5. Please ensure that your images are all at least **300dpi**, and that you have not downloaded images from the web, as these are unsuitable for printing. If an image is to be enlarged, it must be **300dpi at the final size** (eg. an image being enlarged to twice its size must be scanned/supplied at **600dpi**, so that once enlarged, the final resolution is **300dpi**). Please note, supplying files that are greater than **300dpi** at the finished size will not necessarily result in a higher quality print. It simply results in larger than necessary file sizes that can take longer to process.
6. Files must be set to the **CMYK colour space**. RGB and Pantone colours may not print as expected in Full Colour. Please be aware that, whether set to the CMYK colour space or not, colours as they appear on a monitor (especially if it is un-calibrated) are unlikely to accurately represent printed colour results. Similarly, an un-calibrated desktop printer (such as a laser or inkjet) may well produce different results to a professional printing press.
7. Where possible, please only supply **one file** i.e. one PDF file with 10 A4 pages, as opposed to 10 separate pdf files. We charge a file handling fee for each file that has to be pre-flight checked, imposed for digital print, and processed. The more files we have to handle the more of our designers' time is being used and therefore additional costs will be incurred.
8. We will accept files supplied to us via **email**, or 'hard' media such as **CDs, DVDs or USB Memory Sticks**. Please note we can't be held responsible for failing to receive emailed files due to server or other technical issues, or for being unable to retrieve files from 'hard' media due to the media being unreadable or corrupted.

Important Note:

All quotes are based on artwork being supplied in line with these specifications. Artwork received which is not within these may be subject to additional charges.