

# Roxbourne Press Ltd

## PRINT • COPY • DESIGN

**Before any job can be printed** some sort of artwork/design must be made and we are happy to produce any artwork you require. However, many people now wish to supply their own artwork or a basic design for us to finalise.

We are able to work with most common formats and will generally be able to use what you supply, although some processing may be necessary prior to printing.

We discuss here the most common questions and problems we encounter. Should you need further advice do please talk to us.

## What format should I supply?

There is not a simple answer to this question. The best file format to supply depends on a number of factors: will the job be printed digitally or on a litho press; what programme is being used to generate the artwork; are you supplying finalised artwork or a basic design for us to work on; are spot colours to be used; does your artwork contain vector or raster graphics or both (*see below*).

Some formats do not allow us to make corrections or amendments so please keep the source document in case it is needed. If you are supplying a basic design for us to work on then please send the original document rather than a .pdf or .jpg made from it.

**Pdf (Adobe Acrobat®)** If your software allows and the design is finalised and print ready, then this is the preferred format. Pdf's should be unsecured, and should ideally include hi-res CMYK graphics, embedded fonts and 3mm bleed. Don't worry if you are not able to do this - we may still be able to use your file.

Note that pdf files are not intended to be edited - whilst some changes may be possible we cannot guarantee to be able to make corrections or amendments.

**Page layout programmes**, eg. Adobe InDesign®, Quark Express®, MS Publisher®. These allow graphics and text to be brought together onto multiple pages. They support spot colour and cmyk output (*see colour section below*) and many other features specifically for printing. Best format to output: pdf. We can also work with native files InDesign CS3®, Quark Express v7®, Publisher 2007®.

**Office programs**, eg. MS Word®, MS Power Point®. These are fine for work that will be output to our digital machines or for supplying the text or a general design for us to work on. However, they do not support colour separations, bleeds, etc that are required for commercial litho printing.

It is common with these applications for files to change when they are opened on a different computer so we strongly recommend you see a proof to check that all is as expected. It is essential that the same fonts are available (*see fonts*). If you can supply a hard copy this is helpful. Best format to output if the design is finalised: pdf, if possible. If in doubt, or if you require us to work on the design then send native files .doc or .docx, .ppt, etc

**Vector graphics** contain the image information as mathematical curves which means they can be re-sized with no loss of quality. They are produced on 'draw' type programmes, eg Adobe Illustrator®, CorelDraw®. Colours should be specified correctly (*see colour*). Best formats to output - pdf, eps, We can also work with native files: Illustrator® CS3 (.ai), CorelDraw® X4 (.cdr)

**Raster images** are made up of individual pixels and are used for photos and scanned images. It is important to ensure that the size and resolution is correct or quality issues may occur (*see resolution*). Files can be saved in a variety of formats. These are the formats we recommend:

**.tif** (use LZW compression, saving layers will increase file size but may make it easier for us to amend if necessary)

**.jpg**, (use highest quality setting) Note jpg files do not contain layer or text information so it is a good idea to save the source file as well.

## How do I get the artwork to you?

Please include your name in the file name. Artwork can be supplied to us on CD, on your USB device or by attaching to an email. Larger files can be sent via your Skydrive® or file transfer websites such as *yousendit.com* or similar. Please talk to us if you wish to supply by any other method.

## Photos/Images

Photos can easily be included in your design and would usually be supplied to us in jpg or tiff format. Often the cheapest way is for you to use your own photo taken on a digital camera. We can advise how this should be done. We can also scan images up to A3 size.

Beware of using images directly from the internet as they may be poor quality and/or subject to copyright (*see copyright*). Professional photographic licences can be purchased from many specialist websites. (We recommend [www.dreamstime.com](http://www.dreamstime.com) where photographic licences are available from a few pounds upwards. Price is dependent on size and popularity. Level 0 or level 1 images are cheapest).

## Resolution

Raster images that are too low resolution can give very poor results. Images used on websites are generally not good enough for printing. Resolution is measured in pixels (or dots) per inch/cm (dpi, dpcm) and this applies to the size the image will be produced. (For instance, a business card at 300 dpi will give a file of roughly 1000x650 pixels. If this file is enlarged to A3, it will still have the same number of pixels but resolution will drop to 60dpi which would be poor quality). The following are guidelines:

For a photographic image the ideal resolution is around 200-300dpi (at the size it is to be reproduced). Resolutions below 72dpi are not recommended. Your software may tell you the size in pixels of the image. As a rough guide, dividing this number by 3 will give the maximum size (in mm) an image can be reproduced. Dividing by 10 will give the optimum size for best results.

If you are using raster image software, such as Photoshop®, to generate artwork that contains text or line-art, the resolution should be set to 600dpi (min 300dpi). It is a good idea to save the original .psd file before the file is flattened or saved as a jpg - amendments or re-sampling will be easier if text layers have not been rasterized.

We will check your file and advise if we think quality will be an issue, however it may not be possible to improve a low resolution image.

## Colour

There are many factors that can affect colour and variations are inevitable. Do not assume that colours on your printer or screen will exactly match the final job. If you are trying to match an existing item please supply us with a sample or swatch so we can achieve as close a match as possible.

Printed colours are achieved in 2 ways: full colour (or process) is when colours are made by mixing various tints of cyan, magenta, yellow and black. Spot colour is when special mixed inks are run on a litho press.

- Use CMYK (cyan, magenta, yellow and black) for full colour printing. Be aware that some colours (such as a bright orange) are impossible to achieve in cmyk.
- RGB (red/green/blue) is a standard specification for computer screens. Scanned images and photographic images are often in this format. These will ultimately need to be converted into cmyk and variations can occur. If your software allows then it is best to specify colours as CMYK and convert graphics to CMYK.
- Special Pantone® colours (including metallic) should be specified as spot colours and the Pantone® Matching Chart should be your guide as to how these colours will appear. Do not specify spot or Pantone® colours if your job is to be printed full colour litho or digital.

## Size/Shape

We can make your job any size you specify (up to A3, or A1 for posters). However, it may be more economical to use one of the standard sizes shown in the table below. Unless you tell us otherwise, we would assume that your artwork is the required size. It is not a problem to re-size your artwork if it is not the right size as long as the shape is somewhere near. eg A4 can easily be reduced to A5, but watch out for odd sizes such as letter or legal which may not fit standard sheet sizes. For invitations, etc that will be put into envelopes it is a good idea to source the envelope first as they are not available in every size.

It is not necessary for you to repeat your artwork on the page - we may print several-up on oversize paper and will impose it whichever way is best.

**Booklets** need only to be supplied as single pages in one or more documents (we can do the pagination). If your booklet consists of several documents please make the page order clear either by filenames or by supplying a hard copy.

## Margins and Bleed

For reasons of quality and economy, most jobs are printed on oversize paper and trimmed afterwards. Due to the tolerances involved in printing and guillotining, some variation is inevitable.

To minimise the effects of this variation, it is good practice to leave a margin (or safe area) of at least 4mm between any element and the edge of the paper. For good design, even larger margins are often desirable.

If any part of your design runs (bleeds) off the edge of the paper we will need a little extra to trim off. If you are able to, please include an additional 3mm bleed all around your artwork. (Therefore your artwork will end up 6mm bigger than the finished size) or alternatively allow slightly larger margins so we can trim inside. Don't worry if you are unable to do this - it may still be possible to use your file.

## Fonts

Fonts are often the cause of problems. We have thousands of fonts but we cannot guarantee to have the same ones as you. Some programs will substitute missing fonts without notification. We always recommend a digital proof - to check that all the fonts appear as you are expecting and we can advise how to proceed should there be an issue. If you know that you have used an unusual font (perhaps one you have downloaded) please let us know.

## Copyright

It is very easy these days to copy material from the internet, etc. Please be aware that most material (such as graphics, photos and maps) will be subject to some form of copyright and it is against the law to commercially reproduce them without obtaining the appropriate permission/licence. We assume that you have obtained permission to use any material you supply to us, and we reserve the right to refuse to print/copy anything that we consider may leave us liable to copyright infringement.

## Variable Data

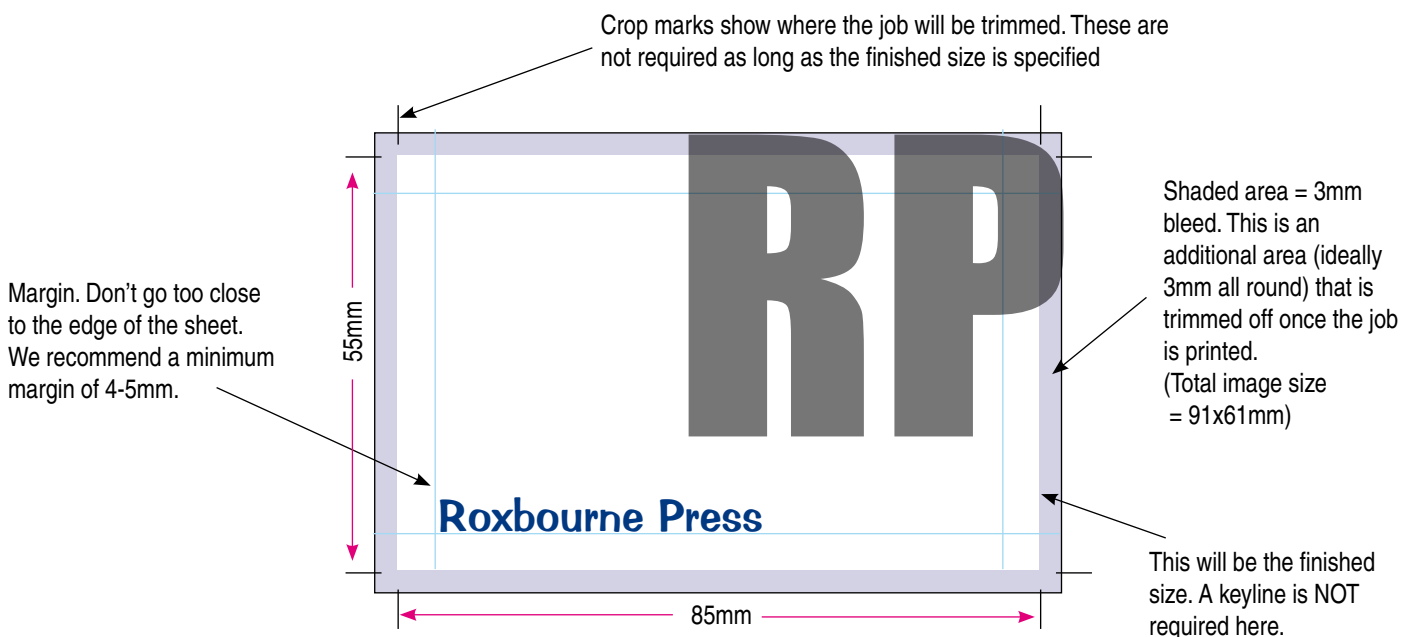
We are able to add variable data to your project. This could include names and addresses on a mail-out or names on a wedding invitation or place card. The database should be supplied to us as an Excel file, or as a comma-delimited text file.

## Proof-reading

Please make sure that copy you supply to us is correct. There may be a charge if amendments are necessary or if you need to resubmit your file.

Please carefully check any proofs we provide to ensure nothing has gone wrong during the processing of your file. We cannot accept responsibility for any errors once a proof has been approved.

# Diagram of 85x55mm business card artwork showing marks and bleeds



Standard sizes	dimension (mm)	use for
business card	85x55	business cards
A6	148x105	Advertising Cards, small leaflets, invitations
$\frac{1}{3}$ A4	210x99	Leaflets, compliment slips
A5	210x148	Leaflets, booklets, invitations, orders of service
A4	297x210	Leaflets, Letterheadings
A3	420x297	Small posters
A2	594x420	Posters
A1	841x594	Posters