

ARTWORK SPECIFICATIONS

PRINT READY ARTWORK SUPPLIED

The following document outlines the specifications we require when being supplied print ready artwork. Files that are supplied and do not adhere to the following specifications can usually be printed but may incur additional costs and take more time to process. Do not hesitate to contact us if you are unclear on any of the points below or have any other queries.

Proofs

After submitting your artwork you will receive a single electronic PDF proof. For colour critical jobs we always recommend a printed paper proof. Paper proofs are printed on a colour calibrated digital press, however, due to the differences in paper and technology we can not guarantee that the colour will be 100% accurate. Other proofing options are available for colour critical work at an additional cost. Additional charges may apply if you require more than one proof. Wet proofs are available at an additional cost.

Artwork Files

Adobe Acrobat PDF files are the standard file format we work with. It is imperative that you create PDF's as 'High Quality' or preferably the 'PDF/X-1A' file format following the guidelines below. You will be charged our minimum artwork charge of £10.00+VAT plus standard hourly rates thereafter if we have to re-size or correct your files.

Page Set Up

All files supplied must be on the correct size page for the print process required. Please supply a single PDF for multi page documents (e.g. books or booklets.) Please export the PDF as single pages – not double page spreads – and please ensure that the pages are in the correct order.

DO NOT impose your files in any way.

If your artwork requires 'bleed' (i.e. if it extends off the edge of your page) you must allow at least 3mm. We also recommend that any text is kept at least 5mm away from the edge of the page. Please supply your PDF with crop marks.

Fonts

Please ensure you supply PDF files with all fonts embedded. Please also ensure that all the fonts used in the document are printable.

Images

Photographic images within your PDF should be set at 300dpi.

Colour

4 colour process – All PDFs should be supplied using CMYK only. All RGB images and/or pantone spot colours used must be converted to CMYK within the native application prior to converting to PDF. This includes all imported graphics and images (e.g. eps, psd, jpeg, tiff files etc) within your PDF.

Spot work – All PDFs should be supplied in the correct spot colours using only the spot colours required. Any CMYK or RGB images must be converted to spot within the native application prior to converting to PDF. This includes all imported graphics and images (e.g. eps, psd, jpeg, tiff files etc) within your PDF.

We can convert colours during our pre-press operation but this can produce unpredictable results.

Large Format Printing (Banners, Posters & Signage)

If at all possible please supply all artwork for banner or poster printing at actual size with 10mm bleed where applicable. If required, we can supply pdf or eps templates for you to fit your designs to. For example, our banner templates show the positioning of eyelets. It is impossible to guarantee that the colours of large format prints will match previously printed work due to changes in materials and processes. If you are in any doubt always order a colour accurate proof to check before we print the job.

Additional Proofs

If after receiving a proof you wish to send replacement artwork you will be charged a reprocessing fee based on our standard hourly rates with a minimum charge of £10.00+VAT per additional proof.

Designing & Amending Artwork

Our team includes skilled designers and expert pre-press repro operators. Please contact us if you require any new design work, if you need existing artwork to be amended or you are unsure about preparing your artwork to comply with the guidelines above.