

**We would always prefer that artwork is supplied as high res pdf. All design software allows you to save or export your artwork as high pdfs but if you do need to supply the native files, we advise how best to do so below.**

## RESOLUTION

Artwork should be supplied as high resolution (at least 300dpi). For large format work, supplying artwork at 300dpi may result in very large file size so a general rule of thumb is that if artwork is 300dpi at around A3 size, it will enlarge to any size without noticing too much degradation in quality.

## PDF Files

It is important that you prepare your PDF file in the correct way. **If there is a 'Press Quality' option, you should choose this.** These options must be set for commercial printing:

- Resolution - Choose High Resolution
- Compression Settings - For colour and greyscale this should be down sampled to 300dpi with "auto compression" set on high
- Font Embedding - Should be set to "embed all fonts"

**Colour needs to be set as CMYK not RGB (RGB artwork will be converted to CMYK and this could effect your colours).**

## Illustrator

Either embed all linked images or supply them. Supply all fonts used or convert all text to curves. Make sure crop marks and 3mm bleed are added if necessary.

## Photoshop

Set Resolution to 300dpi when starting your new document . **Colour needs to be set as CMYK not RGB (RGB artwork will be converted to CMYK and this could effect your colours).**

Save file as either TIFF or JPEG.

**Please note: If you need us to make changes to your file we will require you to re-supply artwork as a PSD file as we are unable to make changes to flattened images (JPEG / EPS / TIFF).**

Make sure crop marks and 3mm bleed are added if necessary.

## Indesign

Please ensure all fonts and pictures used in your artwork are supplied to us in a separate folder using the "package" function under the "file" menu. **Make sure 3mm bleed is added if necessary.**

Compress the document using Stuffit or WinZip before uploading or sending your order via e-mail.

**Please include a PDF. This is for our reference to make sure that nothing is missing or moved on the artwork supplied. Please note that this will be proofed first and could cause a longer delivery time.**

## Spot colours

Unless specifically requested, your work will be printed using process inks. Therefore any spot colours used will be converted and printed to as close a match as possible. How close this match is depends on the individual spot colour so we would always recommend seeing a printed proof first.

**If spot colours are used in conjunction with transparency (including drop shadows/glow effects) in your artwork, there is a high chance it will not print as expected. We would recommend converting all spot colours to process inks to avoid this issue.**

## Imposition

Please ensure that you do not supply your files imposed or as "printers pairs". **Please only send your artwork 'one up' so we can do any imposition if required.**

## Trimming

**For most work we would request that it is supplied with 3mm bleed and crop marks for cutting purposes. For example: A4 size would be 216mm x 303mm.**

**Large format work (A2 plus) can be supplied with just 1mm bleed and no crop marks as it is usually trimmed by hand.**

## Microsoft documents

**We do not recommend supplying artwork in the following formats as it often doesn't print as expected due to font substitution and differences between versions.**

- Word
- Excel
- Powerpoint

- Works
- Publisher
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**We would always strongly advise saving as pdf and supplying that instead.**

Below is a link to a website that can convert any of the above files into a useable PDF, it is easy-to-use and will do it for you right there online. **IT'S FREE!**

<http://convert.neevia.com>

**It may be an idea to supply a screen shot of your Microsoft document before conversion so we can see if anything has changed or is missing.** This can be done by the following:

- PC operators – There is a "PRINT SCREEN" button on the keyboard
- Mac operators – Press the "Apple" and "Shift 4" keys, then highlight the area you wish to copy. This saves a PNG copy to your desktop

## Proofing

**Even if artwork is supplied in the correct print ready formats as detailed above, the final print may still differ from how your monitor displays the artwork**

The proof is submitted to you to ensure the accuracy of your printed project. After signing our Proof Approval Form, you are responsible for any errors or omissions not indicated at this time.

## Need help?

Following these guidelines ensures that there **should** be no delays with your printing. If you have any problem, please don't hesitate to **call our team on 07599 352 104** who will be more than willing to help.