

artwork guidelines

Artwork

These guidelines are to help both us and you in making your job go smoother, and to make you aware of some of the potential problems with the creation and supply of artwork. There are, of course, many details we cannot fully cover, and if you need any clarification, please ask us. It is always wise to consult with us before spending time setting a job up. While some of the tips are essential, some are also there to advise you on how better to work.

File formats:

For the best results please use one of the following

- Quark XPress® (Latest version always available)
- Adobe® InDesign (Latest version always available)
- Macromedia® Freehand (Latest version always available)
- Adobe® Illustrator (Latest version always available)
- Adobe® Pagemaker (version 6.0)

This software is also accepted by Resource Print Solutions

- Microsoft Word®
- Microsoft Excel®
- Microsoft Publisher

If you wish to use an application not listed here then please contact us and we will advise you on the best way to supply the job.

To ensure the inclusion of all image files, we recommend you save your document to a new folder using the 'Collect for Output' (XPress) or 'Flight check' (InDesign) facility. Please also include all screen and printer fonts. For multi page leaflets or brochures, each page must be supplied in single page format with 3mm bleed on all edges where the image runs up to the extremities of the paper.

Bleed

Our standard page bleed to allow for variations in folding and trimming is 3mm all round. Trim marks should be included but must not intrude in to the bleed area. Please ensure that all elements of the page appear entirely within the trimmed page size.

Fonts

You **MUST** supply all fonts that you use when supplying a job, even if they seem like standard fonts that everyone would have:

Fonts are not necessary when supplying a job as an image (e.g. TIFF) or if you supply a PDF with fonts embedded. Also, vector graphics software such as Illustrator, Freehand and Corel Draw allow you to convert text to outlines/curves, if you convert all fonts into outlines/curves then the requirement to supply fonts is not necessary, although this does increase the file sizes significantly and will limit the amount of editing we can do on your behalf as last minute alterations. If you are going to use the file as a download in a web application as well as in print we do not recommend converting text into paths as file sizes can become impractical and unusable on a website.

Digital Proofs

All proofs are produced on our Digital Press or are supplied as low resolution PDF's. Should you require a contract proof or litho wet proof, please speak to your account manager.

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Colours

Full Colour Printing

Understanding colour - what you can and can't expect can be very important, particularly when setting up your own work to be printed. There are two different types of colour generation that you should be aware of:

- RGB (Red, Green and Blue) This is a colour space using Red, Green and Blue LIGHT. It is what creates the colours on your monitor. It should be used for creating documents that are going to be viewed on a monitor only (like web pages). 100%R 100%G 100%B would make WHITE.
- CMYK is used throughout the printing industry on both conventional and digital presses. This colour space works using an adaptation of the primary colours you would have learnt when at school (Red (Magenta), Blue (Cyan) and Yellow (Yellow) + Black).

Because RGB and CMYK colour spaces are for completely different applications, you must set up any documents for printing in CMYK for the best results. When RGB images are printed on a CMYK device, they can often look very poor in comparison.

Colour Matching

Every device displays colour in a slightly different way. The colour on your monitor will not necessarily match the colour on ours. Also, the colour on an ink-jet print will most likely not match that of a laser print or a litho print. Pantone colours will show variations when printed as a digital proof. Our Veris contract proofing system will give you a close idea of the result you will receive on a litho printed job so if colour is vital then we would recommend a contract proof.

Spot Colour Printing

When a job is to be litho printed in one or more spot colours (i.e. not a full colour job), there are important things to remember when setting it up. To ensure consistency we recommend that all spot colours are specified as PMS (Pantone Matching System) colours. Be aware that PMS swatch book colours may fade after a few years on the shelf so, if in doubt, check with us.

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Images

All images should be CMYK (not RGB, Indexed colour or LAB) unless using spot colours in Photoshop DCS2 format. They should be scanned or created at the size they are going to be used and at an appropriate resolution:

- Colour images: 300dpi (Saving colour images at higher resolutions will make no difference to the printed quality and will take longer to process, slowing down the job). The exception to this is when you have an image that contains small text, in this case it is worth scanning or creating the image at 600dpi. If you have already got a 300dpi image that has small text in it and you change the resolution to 600dpi the image quality will not increase, it must be originated in this way to benefit from the resolution enhancements.
- Images saved from web pages in most cases are 72dpi and will not produce a high quality result.
- Bitmap/Lineart images (pure black and white): 1200dpi
- Greyscale images: 300dpi
- Colour images: 300dpi

When saving individual images, these are some of the image file formats you will come across:

- TIFF - Retains quality when compressed. Excellent format.
- EPS - Excellent quality format and allows additional information such as cut-out paths.
- JPEG - Great for small file sizes, but the quality of the image will degrade in proportion to compression. This is also true if JPEG compression is used to compress an EPS file.
- PSD - Photoshop native format. It is advisable to save a copy as a TIFF and use this instead.
- GIF - Internet standard. Uses a limited colour palette so it is not advisable to use this.
- BMP - Windows standard. Retains image quality but file sizes can be large.

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PDF files

PDF is by far the best way to supply us your files. Whatever software you use, if you have the full version of Adobe Acrobat (not Acrobat Reader), you are able to create PDF files. PDF is a portable document format that can embed fonts and images to ensure that from a content point of view “what you see on screen is what you get on the printed sheet”. You can use the overprint preview in Acrobat Reader version 7 and above to see the effect any overprints have on your PDF. PDF's are cross platform files that can be used by us irrespective of the type of computer they were generated on. PDF files help us give you the best possible leadtimes. No extra fonts or images are needed to print from a PDF. If you intend to supply us many files over time then it is highly recommended that you invest in a copy of Adobe Acrobat.

PDF files should be supplied as multi page documents but ensuring the pages are singles and not spreads. All fonts and images must be set to embed. Images should be embedded at a resolution of 300dpi. All palette colours and images should be set to CMYK. All white out text must be set to 'Knockout' and values of 0% CMYK. Each page must have 3mm bleed with crop marks offset by at least 3mm.