

ARTWORK GUIDELINES



PLEASE BE AWARE THE PDF PROOFS ARE GENERALLY LOW RES AND CANNOT BE USED AS A COLOUR ACCURATE COMPARISON TO THE FINAL OUTPUT. WE CANNOT ACCEPT LIABILITY FOR ANY ERRORS NOT IDENTIFIED BY THE CUSTOMER ONCE A PDF PROOF HAS BEEN SIGNED OFF FOR PRODUCTION. SUBSEQUENT CUSTOMER ALTERATIONS, PROOFS AND ANY PRINTS WILL BE CHARGED ADDITIONALLY.

HARD PROOFS ARE NOT NORMALLY SUPPLIED, BUT ARE AVAILABLE ON REQUEST, AND ARE SUBJECT TO AN ADDITIONAL CHARGE.

- ALTHOUGH MAC BASED, WE CAN COPE WITH BOTH **MAC** AND **PC** FILES
- WE PREFER YOUR PRINT READY ARTWORK TO BE PLACED IN **ILLUSTRATOR**. WE CAN ALSO ACCOMMODATE **PHOTOSHOP, IN DESIGN, QUARK EXPRESS, FREEHAND** AND **ACROBAT**.
- WE RECOMMEND THAT YOU PRODUCE YOUR ARTWORK AT **ACTUAL SIZE**. IF IT'S NOT POSSIBLE TO PRODUCE ARTWORK TO ACTUAL SIZE YOU CAN REDUCE YOUR ARTWORK TO **1/2** OR **1/4** SIZE. PLEASE ENSURE THAT WHEN CREATING REDUCED ARTWORK, EVERYTHING INCLUDING IMAGE RESOLUTIONS IS IN PROPORTION TO THE FINAL OUTPUT SIZE.
- IF YOU CAN, TRY AND CONVERT ALL FONTS TO OUTLINES IN ILLUSTRATOR. IF YOU CAN'T, IT'S NOT A PROBLEM, HOWEVER PLEASE SUPPLY US WITH THE FONTS USED.
- PLEASE TRY AND SUPPLY ALL IMAGES USED IN **CMYK**. PLEASE SAVE IN FILE TYPES **TIFF, EPS ETC**. IF YOU ARE USING VERY LARGE FILES, IT MAY BE HELPFUL TO COMPRESS THEM.
- TRY AND USE THE **PANTONE** COLOUR MATCHING SYSTEM, CLEARLY INDICATING ON YOUR ARTWORK AND VISUALS THE CORRECT **PMS** REFERENCE. ALWAYS SUPPLE A COLOUR CORRECT PROOF FOR COLOUR ACCURATE WORK.
- PLEASE SUPPLY A VISUAL, WHETHER A PDF OR A FULL COLOUR PRINT OUT, WE NEED TO CHECK ALL OUR OUTPUT AGAINST YOUR PROOF.
- PLEASE SUPPLY ALL ARTWORK AT **150 DPI** AT FINAL SIZE (**1.1**). IF YOU ARE BUILDING YOUR ARTWORK AT A REDUCED SIZE (**1/2 OR 1/4**) THEN THIS BECOMES A RESOLUTION FACTOR. FOR EXAMPLE, A FILE AT 1/2 SIZE NEEDS TO BE SET UP AT 2 X 150 DPI = 300 DPI. PLEASE SCAN ALL YOUR IMAGES TO FOLLOW THIS PRINCIPLE.
- WE ACCEPT **CD, CDRW, CDR, ZIP, DVD, DVDR, DVDRW ETC**. WE ALSO RUN ISDN ON 01274 701900. PLEASE PLACE ALL YOUR FILES IN A FOLDER CLEARLY MARKED AS YOUR COMPANY NAME AND THE DATE. OUR BROADBAND EMAIL CAN ACCEPT FILES UP TO A MAXIMUM OF 7MB. PLEASE ENSURE THAT ALL YOUR FILES A SUFFIXED (**.AI, .PSD, .TIF, .JPG, .FH, .PDF ETC**) WHEN SENDING BY EMAIL PLEASE ZIP / COMPRESS INTO ONE FILE.