



Artwork Hints & Tips

File Format

We prefer to receive artwork saved as a Hi Res PDF but can accept files created in the following:

- Adobe Indesign
- Illustrator
- QuarkXpress

Please do not forget to supply all the linked files (EPS etc)

If you are using any other program (MS Word, Publisher, Corel Draw etc.) we would prefer that you save the file as a PDF but please call to discuss the settings before saving the PDF.

Page Set up

When you start to set up your document there are some rules to remember. The following hints may help you and save a lot of time.

- Page size should be set as the finished size of the document with an outside allowance of 3mm bleed.
- Text should never be closer than 3mm to the edge of the page and 5mm for perfect bound books. This includes page numbers, headers and footers.
- For the cover of a book it is best to supply the Front, Back & Spine as separate files.

Colour & Images

All colours and pictures should be saved as CMYK (NOT RGB please). You will need Photoshop to check this and convert if necessary. This also applies to colour and pictures in any EPS or other files imported into the job. It is worth noting that all digital camera images or images on the internet are RGB and need to be converted to CMYK prior to print. RGB images look great on the screen but will appear print very flat and lifeless in print.

Please ensure that the resolution of the pictures is 300 DPI at about the size they will be printed. i.e. the resolution of a picture will decrease proportionally to the percentage increase in size. It is also best not to increase or decrease a picture by more than 50%. If necessary resize the image in Photoshop before placing in the document. Do not save pictures with ICC profiles.

If you use pantone colours in a document for 4 Colour printing in your artwork they should be set to PROCESS in the program. If the pantone colours are to be printed as spot colours please specify this in the job description and make sure that all instances of the same colour always has the same suffix (C, CV, CVC etc.) This applies to all linked files as well.

Saving the PDF

When you save the PDF please check the settings in your PDF creator or program. The following should be allowed for:-

- Embed all fonts
- Colours should be CMYK, or spot if required, NOT RGB
- Bleeds set to 3mm all round.
- Pages should NOT be saved as spreads
- Resolution should be set to 300 DPI and compression level should not be set too high.

Up to date proofs are very important - Please supply.

Contact us for further information on sending us your artwork