



# Supplying your own artwork for print?

Artwork should be supplied with hard copy or a final PDF for proofing purposes.

## Document set up

Set artwork to 100% finished size.

**PDF:** Documents to be set as single pages. Preferably centered with 3mm bleed on any trimmed edges of a job.

**Quark & Indesign:** Single or facing pages with a minimum 3mm bleed.

All unused colours removed. Please ensure that all images, graphics and fonts used in the construction of the document are included when collecting for output (Quark) or packaged (Indesign).

## PDFs

To ensure the correct output of your job we recommend that you produce a high resolution PDF. PDFs should be create from a postscript file from your artworks specific application. From Adobe Acrobat 6.0 onwards distiller option PDFX1a should be used.

## Graphics

Layered files should be flattened before they are supplied and outline any text used on eps files.

**Resolution:** Ideally should be over 300dpi at 100%. Ensure all images are CMYK not RGB.

**Spot colour:** Make sure all required spot colours have the required PMS reference name.

Photoshop EPS DCS 2.0 files should be labelled DCS in the file name.

## Colours

All unused colours should be removed from the document.

Any artwork with guides eg cutter, fold, trim, perf should be labelled as such in the colours palette using lower case letters.

## Fonts

Please supply both printer and screen fonts included in artwork and graphics.

## Delivery

**FTP:** details can be supplied on request.

## Preferred Media Type

DVD, CD

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## Supplying elements for artwork

### Graphics

**Resolution:** Ideally should be 300dpi at 100%.

**File format:** Supply images as independent .tiff, .eps or .jpeg files. No image should be supplied embedded into another application such as Word or Powerpoint.

### Logos

As a vector image such as an Illustrator eps. Any logo supplied in photoshop should be over 300dpi at 100%.

### Text

Ideally should be supplied as basic text in Word, Excel or in email format.