



# How to supply your artwork to us in a print ready format

## Artwork formats we accept

PDF's are the preferred way of supplying artwork.  
In CYMK High-Res version 4.

However we can also accept the formats below (please note extra charges for the supply of the below formats may occur especially if we need to work on the file to make print ready, or if a proof is required. It can also delay production of your print job).

### PC

**QuarkXpress**

**Photoshop**

**Illustrator**

**InDesign**

**CorelDraw**

**Microsoft Word\***

**Microsoft Publisher\***

**Microsoft Excel\***

\* Black & White and Full Colour only.

Spot Colours are not supported by these Microsoft applications.

**Apple Mac**  
**QuarkXpress**  
**Photoshop**  
**Illustrator**  
**InDesign**

## **Acrobat PDF**

We accept complete artwork as a PDF in accordance with the following specification:

- **Images to be CMYK and high resolution (at least 300dpi)**
- **3mm bleed allowance to be included.**
- **All fonts to be embedded within the document.**

## **Document Sizes**

<b>Name</b>	<b>Page Size</b>
A1	594 x 841mm
A2	420 x 594mm
A3	297 x 420mm
A4	210 x 297mm
A5	148 x 210mm
A6	105 x 148mm
1/3 A4	210 x 99mm
Business Card	85 x 55mm

## **Bleed Size**

Your artwork may incorporate images or colours that run off the edge of the page. Including bleed is essential for finishing and guillotining purposes and will eliminate any unprinted gaps on the edge of the document when it is trimmed down to size.

Any items 'bleeding' off the page should be extended to overhang by a minimum of 3mm off each edge. We would also advise that text and borders be at least 5mm in from the edge of the page.

Bleed is a very important element that must be taken into consideration when creating your design.

## Picture Resolution

For the best print quality we recommend you supply all photographs and images at 300dpi at the size they are to be printed. Please supply images as either TIF, JPEG or EPS files and avoid files such as GIF, BITMAP and images taken from the Internet, as these formats are not high enough quality for printing.

We are only able to reproduce your picture at the quality you provide - we cannot improve on the quality of your image. Be aware that lower resolution images can look good quality on screen but may appear blurred when printed.

## CMYK & RGB Colour

Your computer, scanner, digital camera and monitor create and view images in RGB which is a combinations of just three colours, Red, Green and Blue.

Printing presses use four different colours to print these images - Cyan, Magenta, Yellow and Black (or 'CMYK' - also known as Process Colours).

**At some stage of production, RGB images must be converted to CMYK.**

Conversions from RGB to CMYK are best done in packages such as Photoshop and preferably you should do this before sending your file to us, otherwise when we print your file our process will apply a standard profile RGB to CMYK conversion which may make the colours look different to your original file.

# Fonts

All fonts that are used in your document must be included with your job. Postscript fonts come in two parts – the screen font and the printer font. We need both, so please make sure you send both. True Type fonts only come in one part.

**Postscript printer and screen fonts for Mac.  
True Type fonts for PC Windows.**

Be aware that a font may have several versions and these can have slight differences that may cause problems such as reflowing of text and missing words.

Larger text may be converted to paths, curves or outlines if you are not supplying the fonts with your artwork.

If you are supplying finished artwork in PDF format please ensure **ALL FONTS ARE EMBEDDED** when saving to this format.

**Don't use "Multiple Master/Metric" fonts** as they are not compatible with our process. Such fonts have the letters MM in their title.

**Don't use underline, shadow, strikethrough** or any other effect from a 'text effects' menu.

# Checklist

## Page Size

- Product page size is correct
- Appropriate bleed is included

## Images

- All images are converted to CMYK and saved as TIFF or EPS files
- Photos are scanned at 300dpi at 100%, Line-art images are scanned at 800 to 1200dpi at 100%
- Any alpha channels are removed and images are flattened
- All linked/placed TIFF or EPS files are supplied

## Colours

- All colours are converted to CMYK and maximum ink coverage is no more than 300%
- All tints are more than 10% each of CMYK

## Fonts

- All screen and printer fonts are supplied
- No Multiple Master or Metric fonts are used
- No effects from the 'text effect' menu in Freehand or QuarkXPress are used

## Format/Files

- Design is created in an application we accept
- Design is saved as the native file from the application
- Only files required for this job are included and clearly labelled
- PDFs are CMYK, high resolution, with bleed and all fonts embedded

## Other

- No texture/patterned or postscript fills have been used