

Guidelines for Supplying Artwork

To assist with the preparation of your artwork here are a number of topics that will provide information on some of the issues that may arise. If you cannot find what you are looking for here, or require further clarification on any topic please contact us.

Colour Guidelines

When using lighter shades, avoid tints that contain less than 10% of either Cyan, Magenta, Yellow or Black, as they usually print much lighter than they appear on screen. For best results, use tints containing 10% to 30% where possible.

Try to avoid large areas of the same colour too to avoid colour variation becoming noticeable.

Set Off

'Set-off' is the marking of the underside of a sheet caused by the transfer of ink from the sheet on which it lays. It can occur when pressure is applied during guillotining or simply while the paper is stacked. Set-off is caused by the fact that the ink is still wet, and is most prevalent on uncoated stocks like letterheads.

Our recommended ink coverage limit is 225%. This means that, wherever possible, the colours you use should contain less than a total of 225% when you add together cyan, magenta, yellow and black. Black text should never have more than 140% ink coverage.

To get the best from our process, black can be produced in two ways. The first method is single colour black, made from 100% black ink. On areas of over 25mm² in size, single colour black can appear washed out and uneven.

The alternative is rich black, which consists of 100% black and 40% cyan. A rich black should be used on larger areas to ensure an even, dark coverage, as the second ink colour disguises any inconsistencies. However, rich black should never be used on small text as any tiny deviation in registration will lead to a blurred effect.

Layout

Most of our products follow the standard 'A' paper sizes. Please supply everything in a 'one up' basis i.e. provide one business card on a 85 x 55mm (91 x 61mm inc bleeds) page or one A4 leaflet on a 210 x 297mm (216 x 303mm inc bleeds) page.



Photo Scans and Images

Images should be provided at a minimum of 300dpi and are at 100%, otherwise quality will be compromised, ensure you scan/create the picture the same size that it is required to be printed. Images should be saved in CMYK format. Tiff file formats are preferred but we also accept images in many other formats including JPEG or GIF. Care should be taken when providing images in other formats as compression may be used that will reduce file quality.

Bleed

Images, background images and fills which are intended to extend to the edge of the page should be extended 3mm beyond the page to give a bleed. Text, boxes and other areas you need on your finished job should sit 5mm in from the edges of the page. Do not include coloured text under 6 point or reversed out or white text under 8 point.

Fonts

Fonts used in the files must be provided as we cannot guarantee an exact match from our own library. 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. To comply with the licence agreement, you should remove the fonts from your system whilst we are processing your jobs. If possible fonts should be outlined, converted to paths, downloaded or embedded within an EPS file. In this case we cannot alter your artwork and any changes would require you to supply the file again.

Media

We can accept files created in a huge range of both Mac and PC based software, and saved on a wide range of media, if your not sure please contact us for advice on formats we support.

Proofs

All jobs need to be supplied with a colour or PDF proof.

Templates

We can supply a variety of templates to make things easier Before you start designing any job contact us for more information.

Paper Sizes

A1 page: 597x844mm
trim: 594x841mm

A2 page: 423x597mm
trim: 420x594mm

