



Guidelines for preparing and submitting artwork for print

**“ I never realised how
simple it was to
prepare and submit
my own artwork!”**

To ensure the artwork you provide us with is suitable for print please follow the simple guidelines set out in this document

CONTENTS

- 1 Mac / PC file formats we support
- 2 Microsoft files
- 3 Creating a PDF file
- 4 Working with full colour images (CMYK)
- 5 Image resolution (raster)
- 6 Using spot colours
- 7 Creating bleed
- 8 Vector graphics, linked images, fonts transparency & black
- 9 Artwork amends & re-submissions
- 10 Artwork dimensions & irregular shapes
- 11 Artwork large format printing
- 12 Sending your artwork

1 Mac / PC file formats we support

QuarkXPress



Please ensure all fonts and pictures used in your artwork are supplied in a separate folder using the "collect for output" function under the "file" menu. Save the file as QuarkXpress 9

Illustrator



Outline all fonts and embed all images. Save the file as an .eps

Indesign



Please ensure all fonts and pictures used in your artwork are supplied in a separate folder using the "package" function under the "file" menu.

Save file as Indesign up to CS5.5

Photoshop



Set resolution to at least 300dpi at the actual size, convert colours from RGB to CMYK. Save as either .tif or high quality .jpg

Our preferred file format is a High Resolution PDF. This format is available in the majority of artwork programmes as a "save as" or export option or where possible use Acrobat Distiller



For our reference please supply either a print out or screenshot of your artwork along with your artwork file. Please ensure all your elements i.e. documents, images and fonts are together in one file.

2 Microsoft Files

Microsoft Word, Publisher, Excel and Powerpoint



These programs are not intended to be used for creating finished artwork for printing. They work in RGB only and do not embed fonts. We can however normally convert these files (usually with some compromises) into a press-ready format at an additional cost. Please send us your file for a quotation. Alternatively you can try to "save as" or export your file as a high resolution PDF file. If you are creating a PDF from a MS Publisher file, care must be taken to ensure spot colours are created correctly in your original documents. Do not set to RGB colours.

For our reference please supply either a print out or screenshot of your artwork along with your artwork file.

3 Creating PDF Files

Creating the PDF file from your artwork is the final step in producing a print-ready file. When creating a PDF file in Acrobat Distiller or through the "save as" or export options in your chosen program there are job options which must be set for commercial printing. These include default resolution, compression settings and font embedding.

Please ensure you choose high resolution. Compression settings for colour and greyscale should be downsampled to 300dpi with "auto compression" set on high. Bitmapped (monochrome: i.e. line art) images should be set at 600dpi. Font embedding should be set to "embed all fonts."



4 Working with full colour images (CMYK)

To avoid disappointment work in the CMYK colour mode where possible - working in RGB (monitor displayed colours) can generate colours which cannot be accurately reproduced in the litho and digital printing processes. Always convert RGB images to CMYK (press separated colours). Even after conversion you should be prepared for some difference between what you see on screen and the printed output.

Following these few simple rules when working with colour can mean the difference between success and failure



unconverted RGB image when printed



RGB converted to CMYK image



Images which are not converted from RGB to CMYK can produce undesirable results when printed.

5 Image resolution (raster)

These would generally be any photographs or Photoshop created images which you have incorporated in your layout. These should be saved as either CMYK tif or CMYK high resolution jpeg files before placing in your document. Images should be saved at 300dpi at the size they are to be printed. One of the problems we encounter is with images that have been sourced from the internet. These images which are normally at a resolution of 72dpi and which may look okay on screen are not of sufficient resolution to reproduce correctly. If you have no alternative than to use these images please resample them in Photoshop up to 300dpi – although not perfect they will be better.

Making sure your photographs are in the correct colour mode and at the right resolution is critical to the final appearance of your document



image at 72dpi



image at 300dpi

6 Using Spot Colours



If your artwork is to be printed in spot colours (special ink colours e.g. Pantone 485 rather than a CMYK mix) you need to make sure that all the elements within the design are specified as spots using the colour palette in your chosen program.

Spot colours are used where colour matching is critical

printworks/nmd
LITHO • DIGITAL • WIDE FORMAT

■ Pantone Black
■ Pantone 485

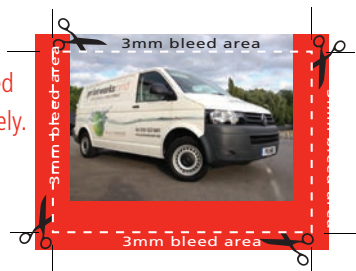
Spot colours do not work with transparent elements. You should keep all elements within your spot colour layout as 100% opacity. Spot colours can be tinted/graduated to achieve colour variation.

7 Creating Bleed

Try as we may a guillotine cannot trim exactly to the finished paper size, therefore it is essential you add 3mm bleed around the finished size. As an example an A4 sheet which measures 210 x 297mm (trim size) should be increased to 216 x 303mm to allow for the 3mm bleed all round. Any images outside of the trim area will not appear on the finished job.

One of the most common problems we encounter is that a job has been created without any “bleed”

It is much easier to create the bleed areas whilst the artwork is being created rather than trying to add it retrospectively. A job which has images that run to the edge of the page and has no bleed allowance will have to be trimmed smaller than the expected trim size.



8 Vector graphics, linked images, fonts, transparency and using black

Vector Graphics

Logos, namestyles and line drawings are usually created as vector graphics and should be saved as either .eps or .pdf files before placing into your document. Please ensure all of the images which are not embedded in the document, i.e. linked images, are sent with your artwork files.

Linked Images

Please ensure all of the images which are not embedded in the document, i.e. linked images, are included in your artwork files. When emailing or uploading any files ensure that the appropriate suffix is included e.g. a jpeg file name must end with .jpg or .jpeg

Fonts

Please ensure all of the fonts used in the document are included in your artwork files. Where fonts have been outlined there is no need to include the fonts.

When emailing or uploading fonts to a FTP site please archive with stuffit.

Transparency

Spot colours will not work with transparency unless they are subsequently rasterised or flattened.

Using Black

Black should always be specified as 100% Black, except when you wish to create a dense black solid, in which case we recommend a mix of 100% Black + 40% Cyan.

This dense black mix should not be used on text.

Inevitable
delays
will occur
when
linked
graphics,
images or
fonts are
missing



100%
Black



100%
Black
+ 40%
Cyan

9 Artwork amends & re-submissions

Once we have received your artwork file and our pre-print assessment reveals no technical errors we will prepare the file for press. We will then supply you with a pdf proof file for your final approval before we go to print. At that point should you either wish to make amendments and resubmit your file or make changes based on our technical requirements there will be an additional cost to cover the re-submission. Should you however wish us to make the amendments for you the standard studio hourly rate will apply. You will be advised of any additional costs before we proceed.

We strongly recommend that you check all your files carefully before you submit them as amendments can be costly and time consuming



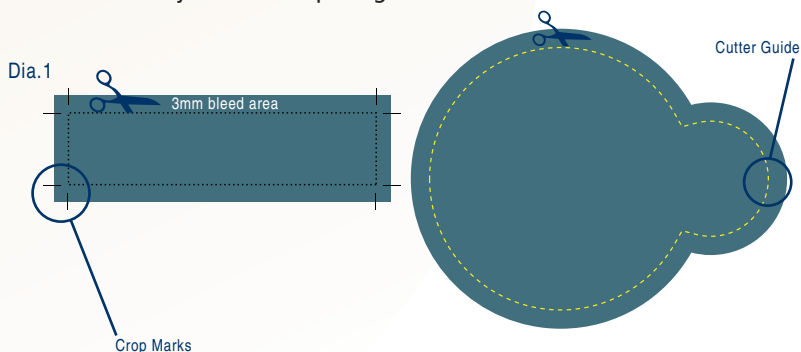
For our reference please supply either a print out or screenshot of your artwork along with your artwork file.

10 Artwork Dimensions & Irregular Shapes

Artwork should be supplied at the same size as the correct finished size. Artwork which requires resizing disproportionally will either have to be resubmitted or will incur an additional cost if we undertake the work in-house. Crop marks should be included if your artwork does not fill a full page (see Dia.1).

If your job is an irregular shape, i.e. not square/rectangular, it will require a special cutting forme. You must provide a keyline on the artwork which delineates the shape the finished job is to be. This keyline should be painted in a unique spot colour, i.e. a colour that does not appear anywhere else on the document, and should be named 'cutter guide'. There will be an additional charge for a cutting forme which we will advise you of when quoting.

Artwork should be supplied at the same size as the finished size



For our reference please supply a cut out mock-up of your job.

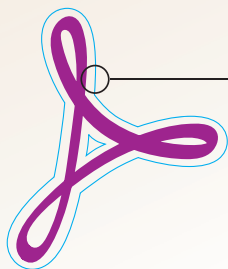
11 Artwork large format printing

Supplying artwork for large format printing basically follows the same guidelines as for conventional print. However artwork can be supplied scaled down as long as the finished resolution of any raster images is no less than 150dpi. Always include trim marks in your document.

Print & Cut for large format printing

If your job is an irregular shape you will need to create a cutting guide. This guide has to be created in a unique spot colour which is not used elsewhere on the job and in a line weight of 0.3pt. This guide has to be named CutPath (cap C and P, no spaces between words).

Our preferred file format is a High Resolution PDF. This format is available in the majority of artwork programs as a “save as” or export option or where possible use Acrobat Distiller



Cutting guide named CutPath in a unique spot colour and a weight of 0.3pt

For our reference please supply either a print out or screenshot of your artwork along with your artwork file.

12 Sending your artwork



Email

Recommended for total file size of under 10MB. If emailing your file please compress using either winzip or stuffit and send to studio@printworksnm.com



Disk (CD or DVD)

Files larger than 10MB should be burned onto a cd or dvd disk and sent to
Printworks/nmd
Unit C8 Brookside Business Park
Greengate
Middleton
Manchester
M24 1GS



FTP Site

This facility is available upon request.

Before you
send your
files please
make sure
you have
included all
the relevant
elements
such as fonts
and
photographs

Please include a hard copy of your artwork for reference with any useful instructions. Please quote the order reference number and include your contact details in case we need to get in touch. Please ensure you retain a copy of your original file.