



Your Guide to Supplying Trouble-Free Artwork for Printing

We have tried to keep this artwork guide as simple as possible, but supplying artwork for printing is quite a technical subject! (Many designers learn their skills over a 3-5 year degree-level course and during work experience thereafter.) **If, having looked at this guide, you feel that supplying your own artwork will be too much for you, then please call our friendly Sales Team and talk to us about doing your design/artwork for you.** We can offer you a variety of options: you can simply supply text and pictures and leave the layout to us, or you can have input into the layout by giving us a “sketch on the back on an envelope”. One customer even supplied a coloured pencil sketch of what she wanted which we used to create a design she was delighted with! We will help you get the look and feel you want, without the hassle of getting the technical aspect right...

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1) Delivery

Supplying artwork on CD

Artwork is best supplied on a clearly labelled CD.

It is essential that you also **supply a proof** so we know what you are expecting your artwork to look like. Please include print sizes and indicate any critical colours. Your proof should be in one of the following formats:

- Colour Printout - The ideal proof for us to work from.
- Black & White Printout – Can only be used to check content and positioning. (Please mark any critical colours.)

Supplying artwork electronically (email or via the web)

Files up to 8Mb can be sent by email to studio@admiralprinters.com. Files over 8Mb should be sent on CD or sign up for a free account at www.yousendit.com to send files up to 100Mb.

If emailing your files, please compress them to keep file sizes to a minimum. **Please make sure there are file extensions on all files before compressing them.** (A file extension is the part after the dot in the file name, e.g. Myfile.doc). The most common formats for compressed files are “zipped” (.zip) or “stuffed” (.sit or .sitx). If you are sending fonts with your artwork, we

prefer you to “stuff” your files, as this helps prevent fonts from becoming corrupted (which makes them unusable).

We would prefer you to send us printouts of your artwork (as above) by post. However, if this is not practical, please supply one of the following and **inform us of print sizes and critical colours in a covering email**:

- **PDF file** - The ideal way to provide an electronic proof. Label it clearly as a proof.
- **JPEG file** - Can be used to check layout and approximate colours.

2) File Types & Supported Applications

Be sure to **send all pictures and fonts with your file** if they are not embedded. You must **include bleed and crop marks** on your artwork if your design is to be printed up to one or more edges of the page (see Glossary for details.)

We strongly recommend that you supply artwork created in the following applications:

- **Quark XPress 6.5** (.qxd) – “Collect for output”
- **InDesign CS2** (.indd or .inx) – “Package”
- **Illustrator CS2** (.ai) – Spot colours with no transparency or filters OR in CMYK for full colour artwork.
- **Photoshop CS2** (.psd) – do not flatten your file, resolution 300dpi or higher – send any fonts used separately. (CMYK for full colour. Spot colour channels or greyscale for spot colour printing.)

Alternatively, you can supply artwork in the following **generic file types**:

- **Adobe PDF**. All fonts must be embedded and the file must be high resolution (300dpi or higher). **Special note about spot colour printing**: you must supply a Device-N pdf (a professional graphic designer should be able to provide this for you.) Also, the artwork should not contain transparency or filters, as it will then have to be printed in full colour.
- **EPS file**. Many applications offer the facility to save artwork in this format. Ideally, convert all fonts to curves/outlines (if not, you must supply the fonts separately). This is the best format for artwork using spot (Pantone) colours.
- **BMP, JPEG or TIFF** file. Photo-editing programs, such as Photoshop, allow you to save your artwork in any of these file formats. The best format for full colour artwork is a CMYK TIFF file (saved without LZW compression).

3) Supplying Images

The **recommended resolution for logos and images is 300dpi** (photographic quality). You can check the size of your image using software like Adobe Photoshop (Image>Resize) or Windows Paint program (Image>Attributes). If the resolution is lower than this, your printed image may appear grainy with rough (pixellated) edges.

Images should be supplied as CMYK or greyscale (black & white). If you supply RGB images, we will convert these to CMYK (there may be a charge for doing this). When RGB images are converted to CMYK, there can be a significant colour shift, so the final colour(s) printed may be different to the colour(s) seen in the artwork. We do not accept any responsibility for colour shifts introduced in this way – for this reason, we would prefer that you make the conversion to CMYK yourself.

4) Fonts

Ideally, you should supply all fonts with your artwork. Otherwise, convert all fonts in your artwork to 'curves' or 'outlines'. If you cannot do either of these things, please call us and we will check whether we have the fonts available.

Design tip: avoid using small text sizes when reversing type out of colour (i.e. White text on a coloured or patterned background.). You risk the ink running into the lettering and making it illegible.

5) Colour Matching & Specification

Pricing is defined by the number of colours used in your artwork. It may be printed in one, two, three or four colours. Anything in four or more colours will usually be printed in full colour.

IMPORTANT: You (or your designer) should prepare your artwork **EITHER** in one or more spot colours (using Pantone colours) **OR** in full-colour (CMYK). **Crop marks should be in "registration" colour**, not black, so they appear on all printing plates. **Do not use registration colour within the finished artwork area.**

Full colour:

- Create your artwork in CMYK from the beginning. **Do not create artwork in RGB and then convert it to CMYK.** RGB items which appear to be coloured black will have colour on all four plates, which may cause mis-registration problems on press. We are not responsible for mis-registration problems caused by incorrectly prepared artwork.
- Convert all spot colours to CMYK (including those used in placed images.)

Spot colour:

- Use only ONE version of the same colour in your design for spot colour jobs. (e.g. do not use Pantone Blue 300U and Pantone Blue as this results in extra plates.)
- Be careful to use only one black (e.g. do not use both process black and Pantone black). You must be especially careful of this when using placed .eps files.

If your designer is not experienced in designing for print, we strongly advise you to allow us to prepare your artwork to avoid unexpected costs due to incorrectly prepared artwork.

It is not possible to match colours on a computer monitor (including colours on a website) due to the difference between RGB (computer colours) and CMYK (printer colours). If you would like us to match a particular colour, you should supply Pantone reference(s) for a spot colour job, CMYK balance for a full colour job, or supply a previously printed sample or swatch and we will do our very best to match the colour (although we cannot guarantee an absolute match).

6) Frequently Asked Questions

Q. Can you use images from websites?

A. No. Images used on web sites are usually 72 pixels per inch. Although these images appear sharp on your PC screen, they are not suitable for commercial printing. If printed at the size they appear on the screen, the edges will be pixellated and the image will appear blurred.

Q. Can I send you Microsoft Office files as artwork?

A. With the exception of Microsoft Publisher, Office applications are not suitable for creating artwork for commercial printing. **However, if you follow the guidelines below, we may be able to use your files as the starting point for artwork to print from. Additional artwork charges will apply to make your files print-ready**, but we will always give you a quote before starting work so you know what to expect.

When you supply Office files as artwork, **you must supply us with a colour printout of your artwork**, noting special colours used and printed sizes so we know how you would like your artwork to look. Please supply any images used separately (i.e. email them to us as attachments, not embedded in an Excel or Word file.) If you want us to use particular fonts, please email these to us as well.

It is likely that we can closely recreate what you have designed, provided that you send us (1) a printout of your design, (2) email any images you have used and (3) supply your text electronically (in Word or pasted into an email). If you have used any unusual fonts, you should supply these as well, or we will use the nearest font that we have available.

- **Word** (.doc) – we can accept Word files as the basis for artwork, provided that you follow our guidelines above.
- **Excel** (.xls) – we can accept Excel files as the basis for artwork, provided that you follow our guidelines above.
- **Powerpoint** (.ppt) – we can accept Powerpoint files as the basis for artwork, provided that you follow our guidelines above.
- **Publisher** (.pub) – We do not accept Publisher files as artwork. Publisher 2007 allows you to export a pdf file for commercial printing - see Publisher's help file for details. Please read the "File Types" section in this document before submitting your file to avoid unnecessary work on your behalf.

Q. When you print our artwork, will it look the same as it does on our screen?

A. No. Unless your monitor has been professionally calibrated, then colours are unlikely to be exactly the same as those you see on the screen.

Q. What if I need more help supplying artwork?

A. Please ring and ask to speak to a designer and we will do our best to help you (but please don't expect us to spend time training you!)

7) Glossary

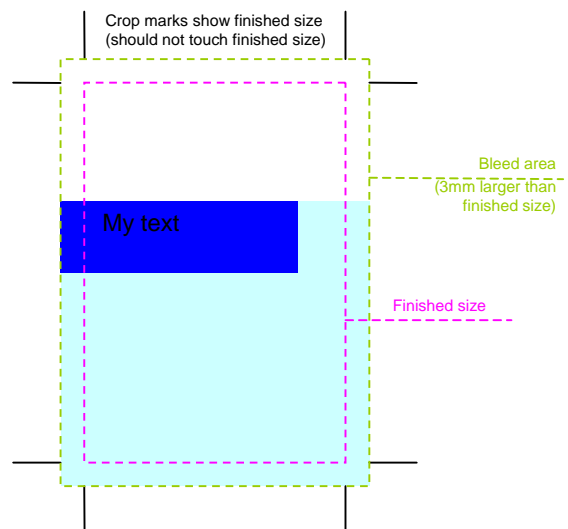
bleed – professional presses do not print right to the edge of the sheet. If your design goes right up to the edge, it is printed on larger paper, then trimmed to the finished size. To prevent white gaps showing at the edge of the page after trimming, artwork should always be prepared with **bleed**. This means that where any element of your finished design touches the edge(s) of the page, the artwork should overlap the trimmed edge by at least 3mm. You should indicate the finished size using crop marks as shown here. **Crop marks should be in "Registration" colour, not black** (so they appear on all printing plates.)

CMYK - Cyan, Magenta, Yellow and Black – the four printing colours used in full colour printing)

dpi – dots per inch (closely related to ppi, pixels per inch)

RGB – Red, Green, Blue. These colours are used to generate images on a computer monitor or digital camera, and are used for website images. If artwork is supplied in RGB, then print results are unpredictable. Please convert all images and artwork to CMYK before you send them to us.

spot colour - To accurately reproduce the colours when we print your artwork, we need a **Pantone™** reference for each colour used in your design. This is a unique reference number such as *Pantone 180* to indicate the colour and finish. Pantone colours are found in a Pantone reference guide and cover almost every colour available.



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