

ARTWORK GUIDELINES

SUPPLYING ARTWORK

Artwork can be supplied via email (8mb file size limit). If files are of a large file size, a 3rd party upload site such as www.wetransfer.com should be used. Artwork can also be supplied on a CD, DVD or Flash Drive.

WHAT WE NEED

A Print Ready Artwork File. This will consist of all images embedded, fonts converted to outlines and Pantone Coated (C) references where appropriate. If it is not possible to embed images and convert fonts to outlines then these must be supplied along with the artwork.

If your artwork contains **Pantone** references, we will print to the closest possible match. We cannot match to Metallic or Fluorescent colours. If no Pantone references are supplied or a colour accurate proof is provided, we will print from your artwork and will not be held responsible for inaccurate colour reproduction.

If you are unable to provide Print Ready Artwork, our graphics studio can help with this but a fee of £50 per hour will be charged.

WHAT WE USE



Adobe Illustrator (.ai / .eps / .pdf): Convert all fonts to outlines and embed all images. Specify Pantone colours where appropriate. Make sure overprint is turned off.



Adobe Photoshop (.psd / .pdf / .tif / .jpg): Resolution must be 300dpi at quarter size. For close viewing increase the dpi but keep the file size to under 2gb. Ideally full size at 100dpi.



Adobe InDesign (.pdf): Please export artwork and all relevant files as a High Resolution PDF



Adobe Acrobat (.pdf): All PDF's must be set to 'High Quality Print' setting, no compression.