

## Artwork requirements for print

### Visuals.

Please supply a low-res PDF colour visual with every job for us to check against for content. This is important: it will ensure that your job will be returned to you looking as expected.

### Colour.

Please tell us if we are required to match any specific Pantone colours or colour hard-copies etc. As standard we match all Pantone references included in your documents but please be aware of the limitations inherent in using CMYK inks.

### Applications.

We support the following industry-standard applications:

*QuarkXpress, Adobe Illustrator, InDesign.* Please separately supply all images, elements and fonts used in the document and ensure that all artworks and elements are in CMYK mode. Any layered Photoshop files in these documents will need to be flattened. Please add 3mm bleed all-round (at final size) to your artwork.

*Photoshop.* We can output directly from Photoshop-compatible image files or scans supplied as TIFF, EPS, or JPEG in either RGB or CMYK mode. JPEGs and EPSs can be supplied with maximum quality jpeg compression and TIFFs with LZW compression: this will help to keep file sizes manageable.

*Important note:* Microsoft applications are not suitable for digital printing, including Word, Excel, Powerpoint and Publisher.

### Resolution.

Please ensure that all images are of sufficient resolution for output: ideally 150dpi minimum, though a lower resolution of 100dpi or less may be acceptable for larger graphics to be viewed at a distance.

### PDFs.

We can output from press-ready PDFs. Please include 3mm bleed all-round plus crop marks. If outputting a PDF from Illustrator or InDesign please convert all text to outlines. Maximum quality JPEG compression is advisable to keep file sizes manageable.

### Artwork scale.

Please supply your artwork at any sensible scale, eg. 1:1, 1:2, 1:4, 1:10 etc.

### Adjoining panels.

On systems consisting of multiple joining panels please try to design the text breaks to coincide with the panel joins.

### Logos.

Where possible, please supply logos in vector format with all text converted to outlines and colours set as Pantones where required.

### Embedding images.

Please do not embed images in Illustrator .ai documents but rather link the files to the main document and supply them separately.

**Please call us on 01444 241155 with any questions.**