

PREPARING ART FOR DIGITAL PRINT

All acceptable Mac & Windows software is listed below. Publisher, Word, Powerpoint and other non-graphics software may incur charges for conversion.

| Program | Instructions |
|------------------------------------|--|
| Adobe Illustrator CC or earlier | Include all images used. Convert fonts to outlines to avoid font conflict. Page size must be set to the trim size of your job. Bleeds should extend min.3mm beyond the page area. |
| Adobe Photoshop CC or earlier | CMYK, 300dpi or above at 100%, flattened, no layers, saved as .TIF, .EPS or .JPG. Image size must be set to the trim size plus min.3mm bleed all around if necessary. Large files can be scaled down or compressed. Convert fonts to outlines to avoid font conflict. |
| PDF | Press Quality. Page size must be set to the trim size plus min.3mm bleed all around if necessary. Images & graphics must be in CMYK format. Convert fonts to outlines to avoid font conflict. |
| InDesign CC or earlier | Include all fonts and images used. Convert fonts to outlines if possible to avoid font conflict. Page size must be set to the trim size of your job. Bleed should extend min.3mm beyond the page area. |
| FreeHand 10 or earlier | Include all images used. Convert fonts to paths to avoid font conflict. Page size must be set to the trim size of your job. Bleeds should extend min.3mm beyond the page area. |
| Coral Draw 12 or earlier | Include all fonts and images used. Page size must be set to the trim size of your job. Bleeds should extend min.3mm beyond the page area. Convert fonts to outlines to avoid font conflict. Preference is to export your file out and save as an .ai (Illustrator) file. |

LOGO SAMPLE OF ACCEPTABLE QUALITY



NOT ACCEPTABLE
Logo off internet is low resolution
(pixelation shown here)
files often as GIF or JPEG @ 72dpi
small in size and wrong colour format



ACCEPTABLE FOR OPTIMUM QUALITY
1. Logo has been supplied in VECTOR Format
Supply as EPS, Illustrator, Indesign (Adobe Creative suite)
or hi resolution PDF, JPEG or TIFF
2. Hi res file is 300 dpi in RGB or CMYK colour
3. Set at a reasonable size (eg A4)
4. Fonts must be converted to paths
5. PANTONE (PMS) Specific colours and CMYK breakdown
must be supplied for accurate colour reproduction

QUICK HINTS AND TIPS FOR SUPPLYING DIGITAL FILES

1. If you are supplying a job on CD/DVD, or USB memory stick please also send a hard copy if possible of your job for checking and color matching.
2. Pictures with LZW compression cause problems - if you must use compression, use JPEG, but be aware that the more you compress the worse the picture will print. Don't reduce a photo or scan to less than 20% of the original size when placing in a page layout program. Open them in an image editing programme such as Photoshop and scale them to the correct size.
3. Scan or save colour and greyscale images at 300dpi at 100% of the final size.
4. Scanned line art needs to be no more than 1200dpi at 100% of the final size.
5. Include MIN.3mm of bleed on all elements that extend beyond the trim edge.
6. Don't use PDF Maker for making PDFs to print - they are rarely acceptable quality. Most other mainstream applications produce good quality PDFs when "High Quality", "Print" or "Press Quality" settings are used.
7. Supply files 1-up. Our artists will duplicate the job to fit the stock and printing process.
8. Include all fonts used, including those in imported EPS graphics or make sure all fonts have been converted to outline.
9. We recommend that all files be sent on CD/DVD, USB memory stick or alternatively uploaded via our FTP site.
10. Please indicate clearly PMS colour references when possible.
11. To avoid font issues please, convert all text to outlines or curves or paths.

It is our practice to consider only digital art as production ready. Additional charges will be incurred for scanning, recreating and design.