firstpointprint

ARTWORK GUIDELINES

Artwork for print is subject to so much technical requirement, specification, confusion and margin for error that getting it right first time can be almost impossible. Even experienced print designers have to print out a proof before they can be sure of the finished product.

Proofs

With digital printing, there is no guarantee that colours and images will **exactly** match your requirements. We can provide a digital, printed proof to show you roughly how it will come out. Even then, there are many factors which can alter the print from one day to another. It is, and always will be, a judgement call.
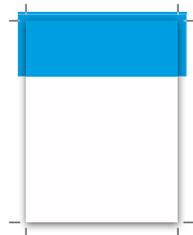
Colour

RGB images are okay for digital print, but will be converted to **CMYK**, so colour shift may occur. To be more sure of how your colours will print, it may be best to convert them yourself.

For litho print, CMYK is a necessity. Be aware that, if you use spot colours, a plate and setup charge will apply to every colour used, including the C, M, Y & K.

Bleed

At least **3mm** of bleed is required if images are intended to print to the very edge of the page.

Please include **crop marks**.

Fonts

Please **embed the fonts** in the output file. You can embed a '**subset**' of the font or the **entire** font. If you are unable to embed it due to licencing issues, then convert the text to **outlines**.

☑ **CMYK images at 300dpi**
☑ **3mm bleed and crop marks**
☑ **Flattened, 'Medium' preset**
☑ **Fonts embedded or outlined**
☑ **PDF (PDF/X or 'Press Quality')**

Resolution

The accepted resolution for print is **300dpi** (118 per cm).

Note that images from the internet are usually **unsuitable** for print.

We cannot guarantee the quality of artwork created in such programmes as Word and Powerpoint, as they are not desktop publishing programmes.

Size

For digital printing, the largest stock onto which we can print is **SRA3 (320x450mm)**. This must include the bleed and crop marks.

For posters, we can print up to 1000mm across, with unlimited length (within reason).

For litho printing, we print on larger stock, with multiple copies printed at once, to increase efficiency.

Format

The preferred output format is **PDF**, preferably using the '**PDF/X-3:2002**' or '**Press Quality**' preset.

For litho with spot colour, use '**PDF/X-1a:2001**'.

We can accept native formats such as **InDesign** or **Illustrator** and **QuarkXPress** (up to v7). If using InDesign or Quark, make sure you '**Package**' or '**Collect for output**' respectively, to include the images and fonts. Missing images will print at very low resolution.

EPS (encapsulated PostScript) files are okay as well, but try to ensure that you **maintain vector data** when text is involved, especially from Photoshop.

Transparency

Please flatten transparency to the **Medium** preset. Never try to use transparency with spot colours.

Always **put text on top of any transparency effects**, such as drop shadows or translucency.

Pens down...any questions?

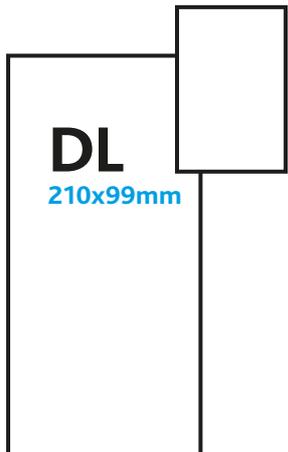If you're not sure or if you just want some advice, give us a call to your local branch.

A1 594x841mm

A0 (ENTIRE BOARD) 1189x841mm

A2 594x420mm

A3 297x420mm

A4 297x210mm

A5 148.5x210mm

BC 85x55mm

DL 210x99mm

A6 148.5x105mm

A7