
ARTWORK SPECIFICATIONS

“ARTWORK” means a ready-to-print computer file in a file format accepted by us (see “File Formats” below).

If your ARTWORK needs extensive modification to make your job ready-to-print, we may have to charge extra. We will let you know before this happens.

Please supply us with a colour proof of your ARTWORK if colour matching is important to you. However, due to differences in colour printers, exact colour matching cannot be guaranteed.

NOTE: ppi = pixels per inch (see “Pixels” below for more information).

Ideal artwork for logos

For optimum results when printing your logo, please supply a “vector” format file. This will usually be an Adobe Illustrator, Corel Draw or generic “.eps” file.

JPEGs, TIFFS, Bitmaps

For smooth printing of all “bitmap” pictures your scans should have a minimum resolution of 100ppi at the final print size. This rule especially applies to logos if no vector file is available.

Scanning

All photographic images should be scanned at actual print size with a resolution of 100ppi

Fonts

Please remember to send ALL fonts and files relating to your print job!

PDF Files

Select the “print” default settings. Remember to embed all fonts.

File Formats

We accept Mac or PC files created in the following programs.

- PDF files
- Adobe Illustrator (CS)
- InDesign (CS)
- QuarkXpress (6.0)
- Adobe Photoshop (CS)
- Corel Draw (11)
- Freehand (10)
- Adobe Pagemaker (6.5)

The following file formats may incur extra charges

- Microsoft Word
- Powerpoint
- We regret Microsoft Publisher files are not accepted.

Pixels

If you want to know more about pixels and resolution go to

<http://www.techtronics.com/uk/shop/85-0-pixels-picture-digital-image.html>

Please call us if you have any questions at all relating to your ARTWORK file set-up. Or if you like, we can talk directly to your graphic designer.