

ARTWORK SPECIFICATIONS

File formats

Please supply your artwork as a **PDF**, **JPEG** (recommended resolution 600dpi), **TIF** (recommended resolution 600dpi) or **EPS file** (please convert all fonts to curves/paths/outline).

Supplying PDF files

If you are unable to save your file as a PDF please visit: www.images-pdc.co.uk/copying.htm to download a free trial of a low cost and reliable PDF creator.

When saving your artwork as a PDF, **EMBED ALL FONTS** or convert to curves/paths/outlines prior to saving PDF.

Flatten any transparencies or drop shadow effects before creating your PDF. **Save your file as PRESS QUALITY, PRESS READY or PRESS OPTIMISED**, (If you are using Adobe Acrobat you will need to open Acrobat Distiller to select this option from the pop-up menu). If your PDF creator does not have these options you will need to select the graphic resolution at a minimum of 300dpi).

Layout

Most of our products follow standard 'A' paper sizes, our standard business card size is 85 mm x 55 mm. Supply all artwork 1 up.

Bleed

Images, background colours and fills which are intended to extend to the edge of the page, should be extended 3mm beyond the page to give a bleed, with crop/trim marks to indicate the edge of your artwork (**crop/trim marks must be coloured up in 'Registration'**). Text, boxes and other areas you need on your finished job should sit 4mm (minimum) in from the edges of the page.

Scanning / Images

Images should be provided at a minimum of 300dpi size for size, and saved in CMYK format (for full colour printing). TIFF and EPS file formats are preferred, but we also accept images in many other formats including JPEG's. Care should be taken when providing images in other formats, as compression may be used that will reduce final quality. Images for **SPOT COLOUR PRINTING** must only contain Pantone® colours from the Pantone® swatch library, each colour will have it's own Pantone® number (please supply separations along with your hard copy prior to printing).

Colour

For full colour printing please ensure your artwork is set in CMYK (NOT RGB). For spot colour printing we recommend the use of Pantone® Colour swatches rather than relying on screen colours. No monitor will ever match the printed piece of ANY printer due to the fact that the human eye perceives colour completely differently when looking at colour reflecting off paper or projection from colour monitors. If you do use screen colours as a guide, ensure that your monitor is correctly calibrated. **REMOVE ALL UNNECESSARY SPOT COLOURS**, especially: RGB default colours in Quark. This avoids confusion when outputting plates. They are easy to spot, if you go into 'Print' and select 'Separations' then go to 'Output', this will give a list of all spot colours made. Remember to check all eps files (these must be checked within the original program they were created in).

Fonts

Avoid applying styles to screen fonts (bold, italic etc.), it is much safer to choose an actual printer font that exists in your font library. If supplying an EPS file please convert all fonts to curves/paths/outline.



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WHAT IS PRINTING BLEED?

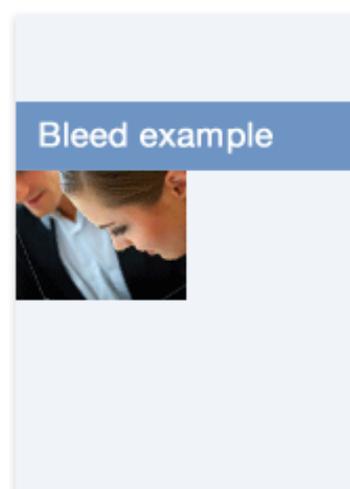
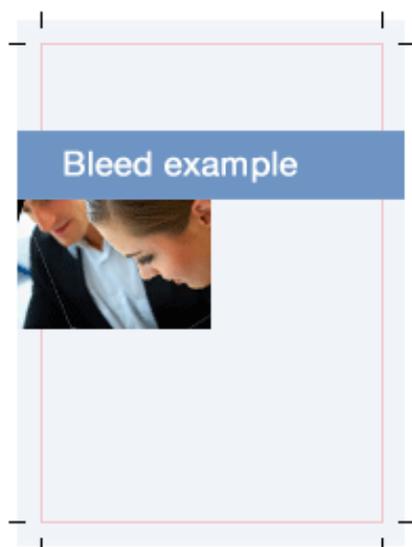
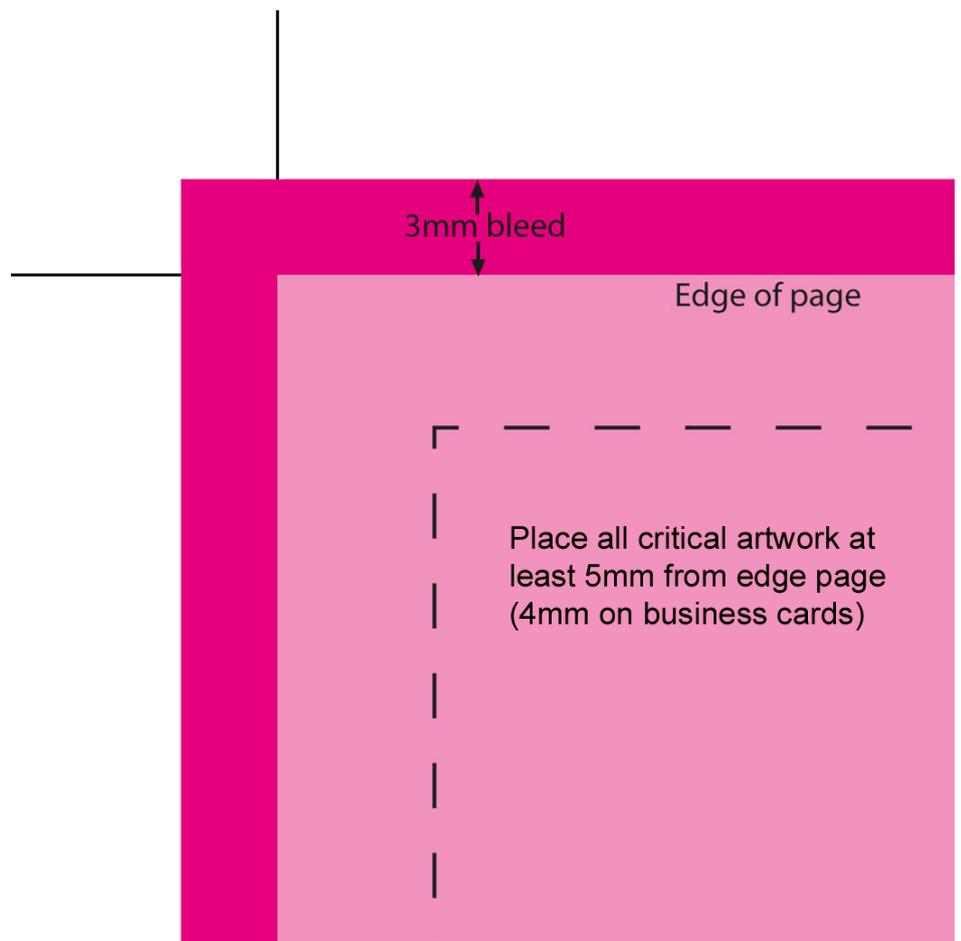
'Bleed' is an essential part of creating artwork for print. Professional designers will always extend (or 'bleed') background elements and images beyond the edges of the document by an additional 3mm or so. This prevents unwanted white borders around the edges of a printed document.

To get around this problem, designers use bleed. This simply means that they extend beyond the edge of the document (by between 3mm and 5mm) any elements which should touch the edge of the paper. As a result, any inaccuracies which occur during the printing or finishing process shouldn't cause any problems.

Designers are also careful to avoid placing important elements such as text within around 5mm of the edge of the paper (On business cards this can be 4mm). It not only looks unprofessional and cramped, there is a risk that it could be cut off! This area is sometimes referred to as the 'quiet' area of a design.

TRIM/CROP MARKS

So that the guillotine operator knows where to cut the sheet, designers indicate the edge of the document using 'crop marks' (also known as tick marks or trim marks). These are short, thin lines in 'Registration' colour which are positioned slightly beyond the bleed area (registration color prints on all plates in the printing process, including spot color plates).



After printing the bleed is trimmed off.