# Saving your artwork for print

**We want your job to print to the highest quality, therefore it is important that you set and supply your artwork correctly.**

## Acceptable file formats

This is the prefered format but:

- it MUST BE high resolution
- layers should be flattened
- fonts must be embedded or outlined

**Quark XPress**
**Illustrator**
**Photoshop**

You must also supply fonts and images
Fonts need to be converted to outlines
Layers must be flattened, resolution must be *at least 300 dpi*

**Indesign**

You must also supply fonts and images

Office programs do not conform to modern pre-press standards, therefore colour reproduction and layouts cannot be not guaranteed. Office programs automatically default to the attached printers margins, even if there isn't one, so layouts will always change.
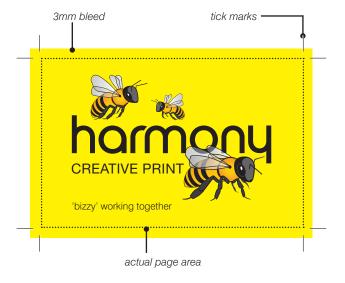
## Setting up your artwork

Artwork should be supplied at the finished size with a 3mm bleed (tolerance) on all trimmed edges.

**Save** [ ] **as Press Quality**

[ ] **as separate pages (not spreads)**

[ ] **with tick (cut) marks**

[ ] **with bleed**

For multi-page work, please supply as separate single pages. Do not create A3 spreads if the finished job is A4, use A4 facing pages.

Do not supply imposed pages or 'printers pairs' we use imposition software to impose correctly for our printing processes.



*3mm bleed*          *tick marks*

*actual page area*

## Images and logos

Image resolution should be a minimum of **300 dpi** at 100% size it will be used. Images should not be taken from the internet as these are likely to only be 72dpi which will result in a pixelated effect when printed. To avoid unpredictable colours convert all images and logos to CMYK and save in .tif or .eps formats rather than .jpeg.

*Microsoft Word Art is a low resolution format and almost never prints well.*

## Colours

All files supplied must be based in the CMYK colour mode. RGB is not acceptable for litho printing, as this format was created to represent colours on screen only. Printed inks are different altogether and the results may be very different to what you are expecting.

**Unless printing in spot colours convert all colours to CMYK** (exception of cutter guides).

## Cutter guides

Cutter guides should be set as a spot colour with attributes set to overprint.

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