

# ARTWORK & DESIGN GUIDELINES



## ARTWORK GUIDELINES

1. Please supply your Artwork files from one of the following programmes in Mac or PC format: Adobe Illustrator, Adobe In-Design, Quark Express 7, Adobe Photoshop, Adobe Pagemaker 7 & Corel Draw 10. Where this is not possible please send a print quality PDF. (.PDF MUST be the correct size for print with crop marks and bleed where required). If supplying artwork in any Microsoft application, please call.
2. Please supply all Screen, Printer and Truetype fonts in a folder with the artwork. (Where possible please convert text to paths, curves or outlines).
3. Please ensure that all Pantone™ and process colours are seperated correctly and where Pantone™ colours are used for a 4 colour process printing job, these colours are set to 'process' within the programme you are using.
4. All Scans, Photographs and Images included in your artwork Layout file should be supplied at 300dpi in their correct colour mode. (e.g. 4 colour process images should be supplied in CMYK colour mode).
5. Please supply all these imported files (eg. Tiff, EPS, JPEG) with the original document within a folder with the artwork.
6. Please allow 3mm bleed where required on all artwork. (This is an area on your artwork where the image 'bleeds' off of the edge).
7. If you are supplying artwork in any Microsoft application, please ensure that all text in black in set to black and not 'automatic'. (Note: this is for litho print only).

If you require any further details for specific projects, or if any of the above is not clear please do not hesitate to call us on 01823 667063.

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