

ACCEPTABLE FORMATS FOR SUPPLYING ARTWORK

Quark Xpress
Adobe Photoshop
Adobe Illustrator
Adobe InDesign



Please note that Word, Powerpoint, Publisher and Excel are not print ready files. If these are supplied, additional work may be required that could incur charges.

ACROBAT PDF

We can accept complete artwork as a PDF as long as it meets with the following specification:

- Images are to be CMYK and high resolution (at least 300dpi)
- Allow a 3mm bleed allowance
- All fonts must be embedded within the document

Refer to the relevant user guide for your design application if you require further guidance on how to create print ready PDF files.

IMPORTANT

Please always send us the native file from your chosen application. We will also need all images, graphics and fonts used within the document and make sure that it is clearly labelled. To avoid confusion it is vital that your disk contains only the relevant files you want printing and always provide a hard copy to follow.

We are continually updating our software so if your application is not listed, please contact us for guidance.

FORMATS

- CD
- Email
- DVD
- USB flash drive
- Mail transfer web sites

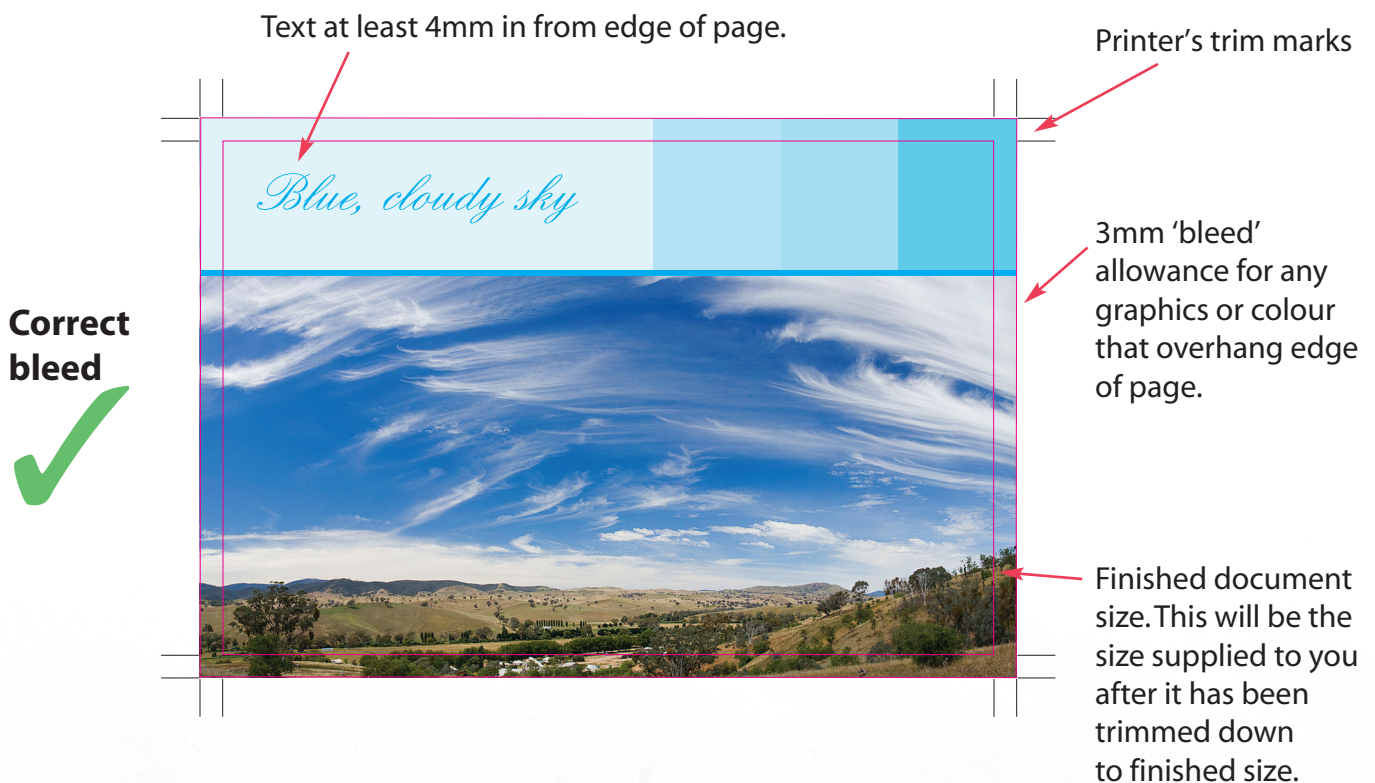
Examples of Mail Transfer web sites are www.yousendit.com or www.mailbigfile.com or www.transferbigfiles.com.

Please note we are not affiliated with any of these web sites and only mention them for your convenience.

WHAT IS BLEED?

Bleed is a very important element that needs to be added when you create your artwork.

Your design may incorporate images or colours that run off the edge of the page, so these items 'bleeding' off the page should be extended to overhang by a minimum of 3mm off each edge. It is also advisable that text and borders be at least 4mm in from the edge of the page. Including bleed on your artwork is essential for finishing and guillotining purposes. It will eliminate any unwanted gaps on the extremes of the document when it is trimmed down to finished size.



PICTURE QUALITY

For the best print quality we recommend you supply all photographs and images at 300dpi at the actual size they are to be printed. If you can only provide images at 72dpi, then they must be at least 4 times the size you want them to appear in your publication.

Please supply images as either TIFF, JPEG or EPS files. Avoid Internet pictures and files such as GIF and BITMAP as these formats are not suitable for print purposes. When saving as a JPEG do not compress the quality to make smaller file sizes, always save at the highest quality possible.

We are only able to reproduce pictures at the quality that you provide and cannot improve on this. Be aware that lower resolution images can look good quality on screen but may appear blurred when printed.

To check the quality of your image, open it in your standard photo editing package. Most software allows you to check the size and resolution of your picture, this can usually be found in one of the drop down menus.

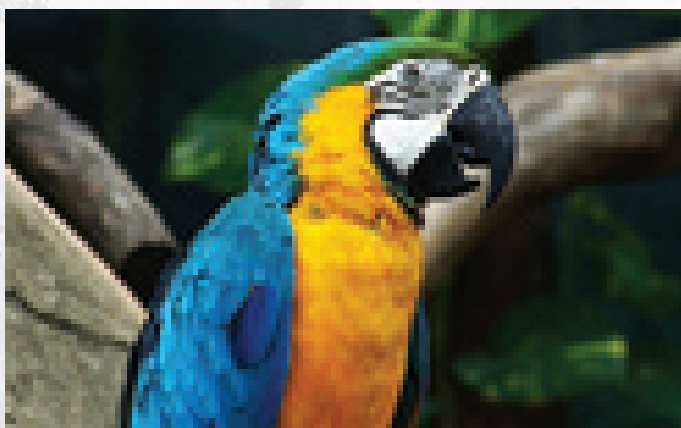
If you are using your digital camera to supply photographs make sure you set the camera to the highest quality setting. Do not downgrade the quality of the image before sending it to us.

**High
resolution**



**This is how a high
resolution image will
print on our press**

**Low
resolution**



**This is how a low
resolution image will
print on our press**

PAPER STOCK AND INK COLOUR

When choosing materials for your project, please keep in mind that ink colours tend to vary on different paper stocks. If you choose off-white paper stock, the ink colours will look different on it when compared to a regular white paper stock.

COLOUR MODES

All full colour artwork should be saved in CMYK mode. If you send us RGB files, the colours will shift and your job will not have the same desired colour. All picture files in your artwork must also be converted to CMYK. If there are SPOT colours in your full colour file, they will automatically be converted to CMYK. In this instance the spot colours will in some cases look different in CMYK mode.

RGB Mode BAD



CMYK Mode GOOD

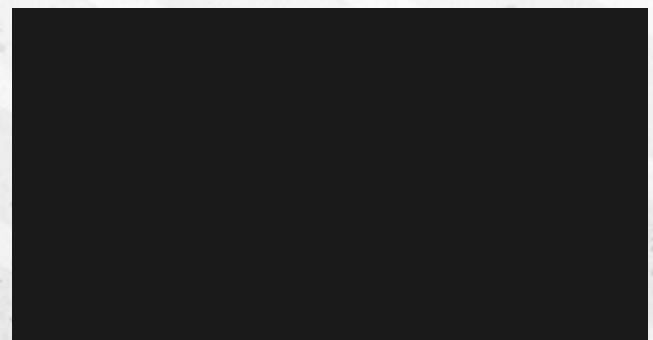


HEAVY BLACK INK COVERAGE

When your project has heavy, solid black ink coverage, please convert the black from 100% black to a CMYK version so that it will print very rich and dark. The values for the CMYK version are C:20 M:20 Y:0 K:100. If we print it in just 100% black ink, the colour will turn out looking slightly grayish and not as rich.



This is how 100% black will look on paper.



This is how CMYK black will look on paper.

FONTS

When submitting files with text, please make sure to either send the fonts used in the file or change the text to paths, curves or outlines.

Postscript printer and screen fonts for Mac.

True Type fonts for PC Windows.

If you are going to supply fonts with the artwork, please be aware of 'cross platform' ie. from PC to Mac and remember that fonts do not travel well! Check that we have the same font and provide a hard copy of your artwork. Also the font may have several versions and these can have slight differences that could cause problems such as reflowing of text and missing words.

If you are supplying finished artwork in PDF format, please ensure **ALL FONTS ARE EMBEDDED** when saving to this format.

PROOFS

When you have submitted your files you have the option to request a proof. A proof can be emailed to you as a PDF file, faxed or printed on our digital printer. All final adjustments and errors must be corrected at this stage. Once you approve the proof we can begin the print production process.

RE-SUPPLYING ARTWORK

We aim to check and prepare for print all artwork as soon as it received. If you need to amend your artwork and re-supply it, you must contact us to arrange this. Prestige Print cannot accept any responsibility if incorrect versions are printed when multiple versions have been supplied and no instructions given.