

## DESIGN GUIDELINES FOR SUPPLYING ARTWORK

Please note that we only accept design files as press-ready PDFs. We use the very latest Adobe PDF Rip in our Pre-press department and our workflow is based on working with files sent to us as PDFs. All work should be presented to us in this format.

When we receive your artwork we'll check your files for compatibility and let you know if we find any obvious problems. We carry out rigorous proof-reading which, whilst not guaranteed to pick up every error, has proved a lifesaver many times where costly mistakes have been spotted. Where potential problems are highlighted we will (with your agreement) correct them if practical, often at no extra charge. Alternatively we will request a corrected file.

If your files are in a different format there would be a small charge to either convert (where possible) to a print ready PDF or we can recreate your design in the appropriate format. For example we cannot print from a Microsoft word document but our designers can recreate your card in the appropriate program in order for it to be printed. Talk to us about fees for this service or send your design so we can then let you know the conversion cost.

Your PDF should be prepared at press quality. Please ensure that you carefully check your PDF before sending it. Whilst we always check files thoroughly before printing, it is your responsibility to provide us with accurate final artwork.

We strongly recommend printing proofs from the PDF you have created to your own printer prior to submission. Creating a paper mock up of your card is an excellent tool to correct page orientation and understand the way your card folds.

We also recommend using "Preflight" on your final design file as an opportunity to check the final artwork for errors.

Please take advantage of our **templates** to help set your design file up properly.

### QUICK PDF CHECKLIST

- **All images should be CMYK, TIFF Format, 300dpi at print size**
- **Correct page set up (please refer to templates)**
- **Bleed 3mm, inside margins 3mm**
- **Include crop marks, crease, perforation**
- **All fonts should be outlined, your final press-ready PDF should contain no fonts**
- **All images in the design must be CMYK**
- **Solid black areas should be rich black**
- **Please proof-read all design files.**
- **Transparencies need to be flattened**
- **'Overprint' needs to be turned off when originating files**

N.B. Unless we are specifically requested we do not send proofs of jobs prior to print. In the electronic world sending hard copy proofs by post causes major delays and sending digital proofs is little more than returning the file sent to us back again!

In our workflow the Client Proof Copy is a key element. It may be defined as a master, which is correct in all respects, against which we can check all that we do.

It is vital that the Client Proof Copy is a perfect representation (content-wise) of the job to be produced. We strongly recommend checking it carefully before sending it to us.