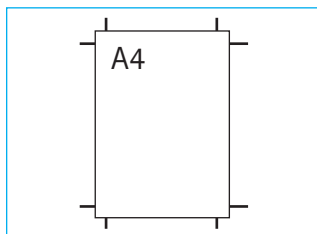


Supplied  
Electronic Artwork  
Guidelines

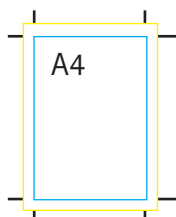
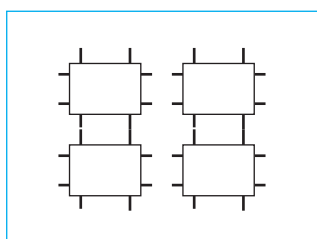
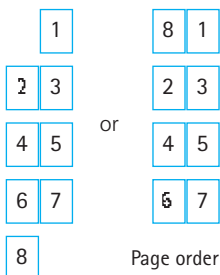
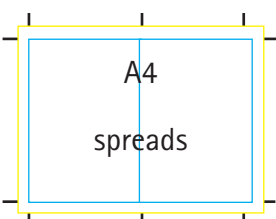


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## BASIC REQUIREMENTS



blue indicates document size


 A4 document layout  
 yellow indicates bleed.  
 (See bleed section p5)

**Basic Requirements**

Our preferred format is Pdfs. Please see page 3 for more details.

- We strongly recommend you use the Collect for output feature (Quark) or Package (Indesign) this automatically copies all relevant files and fonts.

**PLEASE Do not set up smaller documents into larger document sizes, impose, rotate, Lay up multiple copies or place in printers pairs.**

- Please state software used, version number and platform ie: Quark 6.1 apple mac.
- Include all FONTS and IMAGES (300dpi. see section entitled RESOLUTION, page 6 for more information).
- Please ensure the correct fonts used in the document are supplied. Many people have multiple copies of the same fonts on their systems without knowing it and can often supply the wrong font. The same font style by different manufacturers, or different formats, often have very different features and can easily run text around incorrectly. Please note some fonts have licensing restrictions placed on them which means we are unable to pdf them. If you know of, or have any font issues please supply pdfs with embedded fonts.
- Document should be setup to the finished trimmed size ie: A4. Do not impose, rotate, lay up multiple copies or printers pairs.
- Design to Bleed 2mm all around. (see section entitled BLEED, page 6 for more information).
- Hard Copy. It's very important to supply lasers for us to compare to the files we see on screen and check for text runaround etc. Hard Copy should be up to date. If any corrections are made after the copy is printed out please mark them clearly or we may assume the job is wrong and a delay may occur whilst it is checked.
- For spot colour jobs we recommend that lasers are run out showing individual colour separations and indicating colours used.
- All trapping settings are overwritten by our workflow software. For colour management see section entitled Colour page 7.
- Cutter guides should be set up as a spot colour named cutter. Not cmyk.
- Each document supplied requires checking separately. ie: if your job is 8 pages. please supply one document with 8 pages Not 8 individual documents as this will require more time to check and may result in an extra charge.

See page 7 for known issues and suggestions

## SOFTWARE SUPPORTED (Macintosh/Windows)

### QUARKXPRESS 6.5 or previous versions

- Include all FONTS and IMAGES used (if pdfs are placed as images please ensure they are set up as guidelines below).
- All images should be saved as 300 dpi CMYK, Grayscale, DCS or Duotone as required. (EPS files are preferred).
- Process or spot colours should be set up as required.
- For best results RGB images should be converted to CMYK in Photoshop. Failure to do so will result in the colour conversion being done by Quark, and although perfectly acceptable, Photoshop does achieve better results.
- Design to Bleed 2mm all around.
- All trapping settings are overwritten by our workflow software.
- Colour profiles: see page 7
- We recommend you use the Collect for output feature.

### ADOBE ILLUSTRATOR CS2 or previous versions (eps files preferred)

- Include all FONTS and linked or embedded IMAGES (please note embedding images vastly increases file size and is not recommended).
- Linked or embedded images, if used, should be 300 dpi and saved as required colour.
- Drop shadows: are not supported as spot colours.
- Transparency and Opacity can result in unpredictable results.
- Process or spot colours should be set up as required.
- Document should be setup to the finished trimmed size ie: A4.
- Design to Bleed 2mm all around.
- Include fonts should be checked when saving. Outline all fonts if no amendments are required.

### ADOBE INDESIGN CS2 or previous versions

- Include all FONTS and IMAGES used (pdfs placed as images: see pdfs).
- All images should be saved as 300 dpi CMYK, Grayscale, DCS or Duotone as required. (EPS files are preferred).
- Process or spot colours should be set up as required.
- For best results RGB images should be converted to CMYK in Photoshop. Failure to do so will result in the colour conversion being done by Indesign, and although perfectly acceptable, Photoshop does achieve better results.
- Drop shadows: are not supported as spot colours
- Design to Bleed 2mm all around.
- All trapping settings are overwritten by our workflow software.
- Colour profiles: see page 7
- We recommend you use the Package for output feature.

### MACROMEDIA FREEHAND MX or previous versions (mac) /10.0 or previous versions (windows)

- Include all FONTS and linked or embedded IMAGES (please note embedding images vastly increases file size and is not recommended).
- Linked or embedded images, if used, should be 300 dpi and saved as required colour.
- Drop shadows: are not supported as spot colours.
- Transparency and Opacity can result in unpredictable results.
- Process or spot colours should be set up as required.
- Document should be setup to the finished trimmed size ie: A4.
- Design to Bleed 2mm all around.
- Outline all fonts if no amendments are required.

### ADOBE PHOTOSHOP CS2 or previous versions

- Photoshop files should be 300 dpi CMYK, Grayscale, Duotone or DCS2 (single file colour, composite preview). (EPS files are preferred).
- All layers should be flattened and text rasterised, unless changes are required.
- Include FONTS if type layers are used.
- Process or spot colours should be set up as required.
- 2mm Bleed all around.
- Please note jpegging files causes a small amount of loss in quality and can result in artefacts (jagged edges). Designs that use vignettes are not suitable for Jpegging.
- Colour profiles: see page 7

### ADOBE Pagemaker 7

- Include all FONTS and IMAGES used (if pdfs are placed as images please ensure they are set up as guidelines below).
- All images should be saved as 300 dpi CMYK, Grayscale or Duotone as required (EPS files without jpeg compression are preferred).
- Process or spot colours should be set up as required.
- Document should be setup to the finished trimmed size ie: A4.
- Design to Bleed 2mm all around.

**See page 7 for known issues and suggestions**

*Continued on next page*

**SOFTWARE SUPPORTED (Macintosh/Windows) continued**

**ADOBE ACROBAT 7 PDFs (version 1.5)** Please note PDFs are designed as a closed format and are not intended for editing. For this reason we recommend you proof read all pdf's before you supply them to us as we may not be able to make changes.

- Centred with bleed and trim marks.
- 300 dpi print optimised.
- All FONTS must be embedded.
- Process or spot colours should be set up as required. (pdfs from quark can convert tifs coloured as a spot to CMYK).
- Cutter guides must be set up as a spot colour and set to overprint.
- 2mm Bleed all around.
- For information on setting up pdfs see following pages.

See page 7 for known issues and suggestions

**SOFTWARE SUPPORTED (Windows Only)****MICROSOFT WORD 2000, 98**

- Word is not production quality software and text runaround may occur therefore we ALWAYS require hard copy.
- Must Include all FONTS and IMAGES used.
- Word does not support CMYK and Spot colour output and will have to be converted to pdf to output which occasionally requires relaying the artwork in production quality layout software.
- Word does not support page bleed so it may be necessary to increase the document size by 2mm all around, if bleed is required.

**MICROSOFT PUBLISHER 2000, 98, 97**

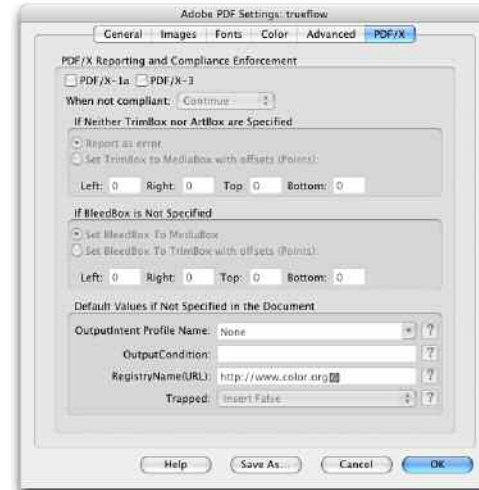
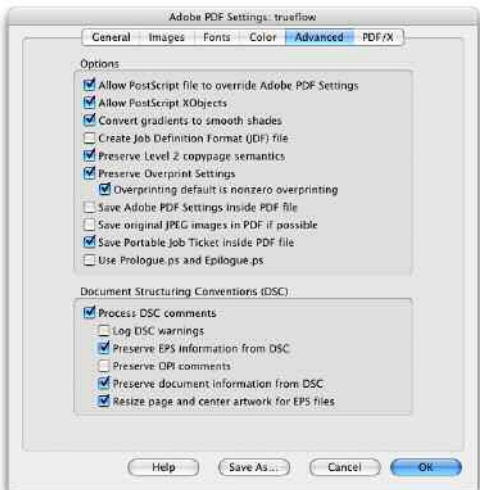
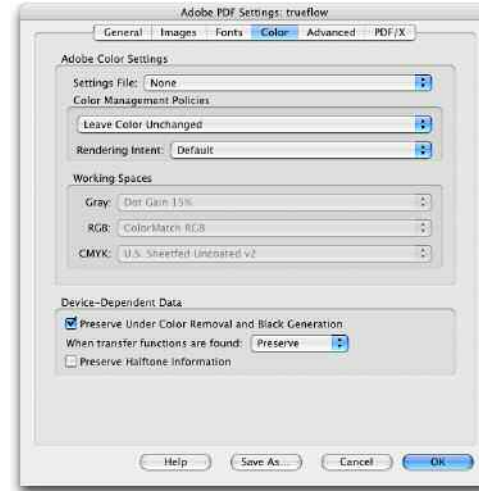
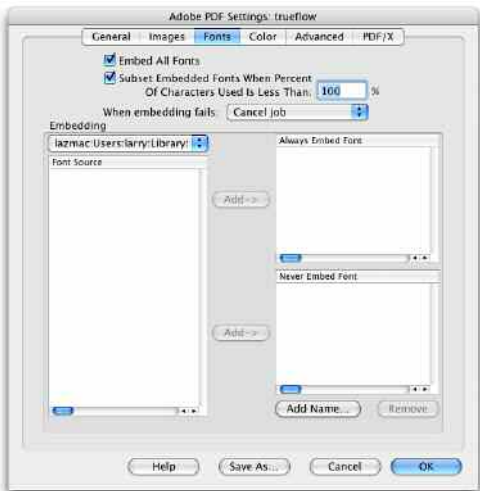
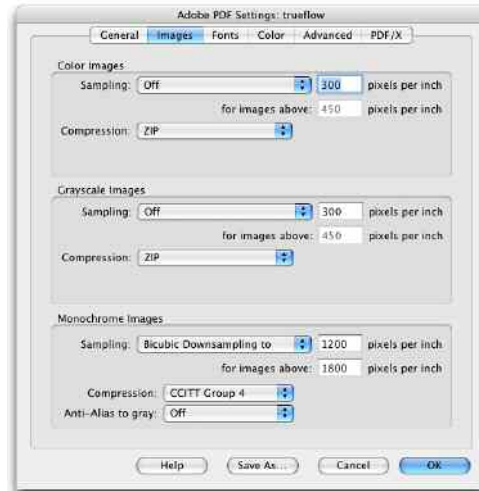
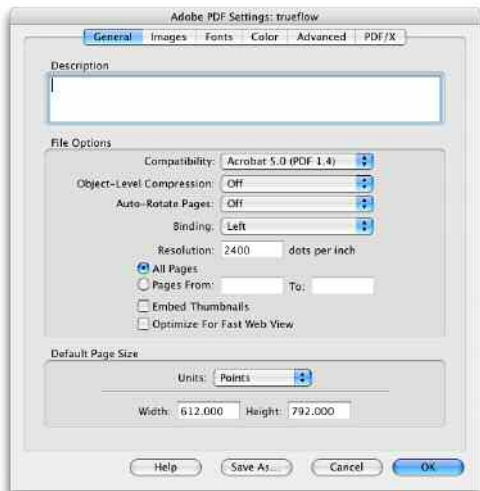
- Publisher is not production quality software and text runaround may occur therefore we ALWAYS require hard copy.
- Must Include all FONTS and IMAGES used.
- Publisher may have to be converted to pdf to output which occasionally requires relaying the artwork in production quality layout software.
- Process or spot colours should be set up as required.
- Document should be setup to the finished trimmed size ie: A4.
- Design to Bleed 2mm all around.

See page 7 for known issues and suggestions

## CREATING PDFS (RECOMMENDED SETTINGS)

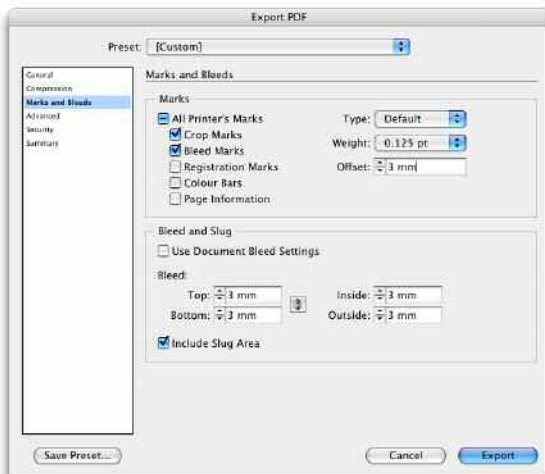
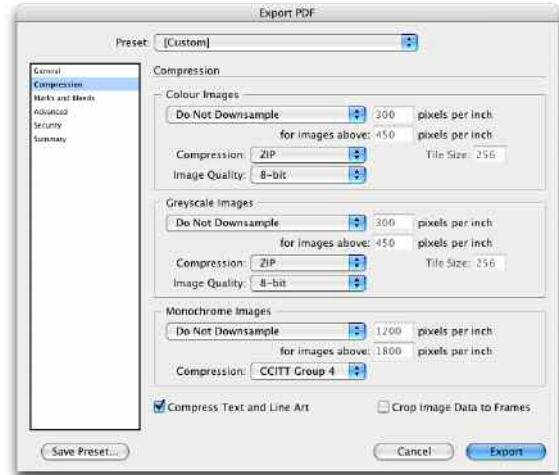
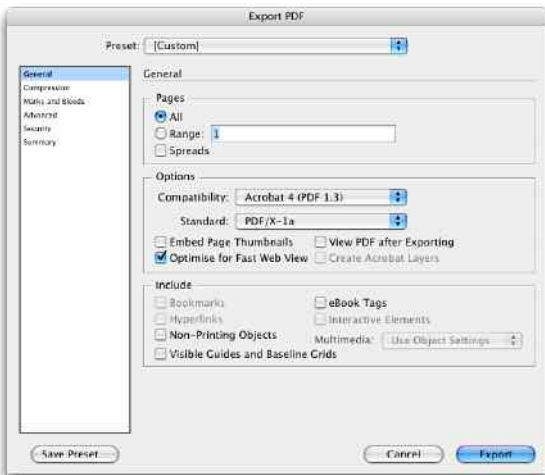
**Recommended ADOBE ACROBAT DISTILLER settings**

- If pdf files are too large it may be necessary to turn on bicubic downsampling and/or jpeg compression (see page 7 known issues).



### Recommended ADOBE INDESIGN Export as PDF settings

- If pdf files are too large it may be necessary to turn on bicubic downsampling and/or jpeg compression (see page 7 known issues).



### Recommended Quark Export as PDF settings

- If pdf files are too large it may be necessary to turn on bicubic downsampling and/or jpeg compression (see page 7 known issues).

