



Print ready PDF

We recommend high resolution 300dpi for fonts embedded to gain the best results.

Photoshop

All layers should be flattened, at least 300 dpi and in a JPEG or TIFF format.

InDesign

File collected for output including all fonts and images used in different formats. If you wish to submit artwork created using a program not listed above we will try to accommodate you but please contact us.

Bleed

Please ensure there is a 5mm bleed all round a PDF, i.e. save the PDF with 5mm added to each measurement. Include crop and bleed marks. If your artwork is supplied without bleed we may not always be able to add it on for you and you may have to amend and re-supply the artwork. We advise that you allow a minimum of 5mm margin for text from the edge of the document to allow for trimming. If creasing or folding is required please mark in the bleed area of your artwork.

Sending Artwork by Email

The maximum file size preferred by email is 10mb. Files larger than this should be sent on a disk or by using one of the many file sharing sites that are now readily available and allow you to send large files normally free of charge.

Supplying PDF Artwork

We prefer all artwork to be supplied in high-resolution PDF format at correct file size. Correct Preparation of PDF Files When creating a PDF in Acrobat Distiller, there are job options which must be set for commercial printing. These include default resolution, compression settings and font embedding. Please ensure you choose

Correct Preparation of PDF Files

When creating a PDF in Acrobat Distiller, there are job options which must be set for commercial printing. These include default resolution, compression settings and font embedding. Please ensure you choose high resolution. Compression settings for colour and greyscale should be down sampled to 300dpi with "auto compression" set on high. Bitmapped (monochrome: i.e. line art) images should be set at 600dpi. Font embedding should be set to "embed all fonts." All artwork to be flattened, in order to flatten artwork, open your PDF go to pre-flight, PDF optimizer and flatten form fields.

CMYK not RGB Please!

Please ensure that all embedded images are CMYK (Cyan, Magenta, Yellow, and Black) files. RGB images may look good on your screen but final output to print is always in CMYK. One should be aware that files converted from RGB to CMYK may alter the colour composition significantly!