

# Artwork Guide

**IMPORTANT:** The details below are a GUIDE for supplying artwork. This is a GUIDE only and not a definitive publication on the creation of digital artwork. The guidelines below are the MINIMUM requirements and will **REDUCE** the chances of files being supplied incorrectly, currently over 90% of files supplied are **WRONG**. When files are supplied and the requirements set out on this guide have NOT been followed **WE WILL NOT BE HELD RESPONSIBLE FOR ANY ERRORS**.

As we have no control over the way the artwork or images within that artwork have been created clients supplying artwork do so entirely at their own risk, Pecal takes **NO RESPONSIBILITY** for the result of the printed matter as a result of sub standard artwork/images provided.

This page covers the following topics: PDF FILES, COLOUR PALETTES, BLACK TEXT, PRINTING RESOLUTIONS, SENDING FILES BY E.MAIL, PAPER SIZES AND BLEEDS, SPECIFYING BLEEDS, IMPOSING BOOKLETS, DATA FILE TYPES, SOFTWARE SUPPORTED, COLOUR REPRODUCTION, RESPONSIBILITY, CHECKLIST, TRAPPING.

**PDF FILES** - our preferred method for supplying artwork files

PDF files are quickly becoming the standard for transporting artwork files. Firstly a few myths need to be dispelled. PDF files are not infallible. Sometimes things change in a PDF file in the same way as they do in other formats - they are not 100% platform or device independent. PDF files can have missing fonts. Images in PDF files can print incorrectly.

That said, if a PDF file is generated correctly then it is probably the most reliable format for supplying your job. Most applications these days have an option for exporting PDF files. These will invariably have preset options for producing different types of PDF file (for example "PDF For Screen", "PDF For Electronic Distribution" etc). Remember that your PDF file is to be printed on a litho printing press so some strict rules apply. Creating a PDF file for "screen" or for "electronic distribution" is not an option. This will result in a low resolution file similar to a JPEG taken from the internet. Although these files will be very small do not be tempted to use them - they will provide inferior results.

Every application has slightly different interfaces for producing PDF files so we will use the terminology from CorelDraw's PDF generator. Other applications will have the same options but may be labeled slightly differently. The first issue we have concerns text and fonts (typefaces). When creating your PDF always use the option "Export All Text As Curves". This will increase the file size of your PDF unfortunately BUT it will remove the need for typefaces to be used at all. This is the same as converting your text to outlines in Illustrator, paths in Freehand or curves in CorelDraw. The text becomes a graphic rather than using a typeface. This also means that a PDF generated on a Mac can be used on a PC without any text problems.

The second and slightly more complex issue concerns the compression of images. PDF files will embed your image in a way which is useable in our platemaking system. You should **ALWAYS** make sure your image files are CMYK before starting any layout. When generating your PDF file do not compress the images. You will normally be presented with compression options for three different types of image file: Colour, Grayscale and Monochrome. Each will have options for the resolution to be exported and in some cases options will be given for the type of compression to use. **DO NOT DOWNSAMPLE YOUR IMAGES TO ANYTHING LESS THAN 300DPI**. If you have generated your artwork correctly then your images will be 300dpi CMYK files. Therefore we do not want to do anything at the PDF stage which will degrade the quality of the images. When given the options for compression type always select **NO COMPRESSION** or the equivalent. If presented with options for resolution of images always use **300DPI**. Always make sure the option for "Compress text and line art" is off.

Finally, when exporting your PDF you should have an option for the colour space to be used - **ALWAYS** select CMYK for this option.

To reiterate, PDF files are not always useable. It is imperative that artwork is originated correctly before the PDF file is generated AND that the PDF file is generated correctly. Other applications may have more or less options and may be labeled differently.

## COLOUR PALETTES

Colour palettes are the bars or menus from which you choose text or graphic colours. In the case of image editing programs such as Adobe Photoshop, these may be called “Modes”.

All artwork supplied must be based in the CMYK colour mode. RGB is not acceptable for litho printing. Why not? RGB is a colour mode created to represent colours on a screen. Printed inks are translucent and work in a totally different way. If an RGB image is supplied the computer will try to guess the corresponding CMYK values and use these values to create the print. When this happens there is an added variation in colour which can have an adverse affect on your image. In the case of some packages (notably Adobe Pagemaker) an RGB image file will result in a black and white printed image. When creating artwork and defining colours it is essential that you begin working in CMYK. If you create your artwork and then subsequently convert to CMYK your colours (especially black) may be drastically affected. When orders are placed for 1,2,3 colours you **MUST** quote a pantone reference number, If you have not quoted a refence number we will match the colour to the nearest primary pantone colour (*Yellow, Orange 021, Warm Red, Red 032, Rubine Red, Rhodamine Red, Purple, Violet, Blue 072, Reflex Blue, Process Blue, Cyan, Magenta, Green*)

## BLACK TEXT

Most computer packages allow you to use either preset colours or colours which you “mix” yourself by varying values of Cyan (C), Magenta (M), Yellow (Y) and Black (K).

When generating black text it is essential that the black is made of the correct colour mix. It is possible to create a black which uses all four process colours (Cyan, Magenta, Yellow and Black) but this is not the mix of black we need for colour printing. As litho printing involves physically aligning four separate plates, if the mix of black text is made from more than one plate the printer must then align these plates perfectly to give a nice smooth print. If any of the plates is even fractionally out of register the resulting text will have a slightly rough edge to it. Therefore it is essential that black text is generated using only the black plate. Black text made up of other colours will also cause “set off” due to high percentage of ink being used. In summary make sure black text is **100% K ONLY and NO OTHER COLOURS**

## PRINTING RESOLUTIONS

The resolution of an image describes how many pixels or dots there are in a specified area. The higher the number the better the quality of the image. We normally work in inches for this measurement - hence dpi or dots per inch.

When scanning images for print please make sure they have a resolution of at least 300dpi. If artwork is generated at a lower resolution the quality of the final print work will depreciate. Edges of lines, graphics and text will change from a sharp clear smooth edge to a rough square edge.

It is essential that artwork is generated at a resolution of 300dpi from the outset as this cannot be “repaired” at a later stage. In most graphics packages this will not be a problem, but again when using image editing packages this is vital. It is possible to edit a 100dpi file and set the resolution to 300dpi but this will not give the required clarity to the image. It will however increase the file size and very likely reduce the physical size of the image For these reasons it is not possible to use images from the internet for litho printing. These will be optimised for computer screens and will therefore be set to either 72dpi or 96dpi in order to keep the file size down.

## SENDING FILES BY E.MAIL

Files can be sent via email or when ordering on line can be uploaded direct to our server. When sending files by email these must be 15mb or less, we always advise sending another email immediately after the file attachment has been sent advising that you have sent a file, this way if the file is not received we can immediately advise you. Please note that we deal with a great number of customer files, please do NOT send any files without a covering note explaining what they relate to, this not only helps us identify the correct job but assists us in virus detection too, any files received without a covering note will be deleted without any message being sent to you. Covering notes simply stating “here’s the file”, “here’s the file as per telephone conversation” will NOT suffice, we require company details and contact information.

## TRAPPING

When producing your artwork, please ensure that you do not edit the trapping field, as this will not preview on screen, or any proofs that will be supplied. We can not be held **REASONABLE** for any changes in the text if these setting have been changed. All text on a white background must be selected to “**OVERPRINT**” and all text on a coloured background must be set to “**KNOCKOUT**”. This should be your default setting.

## PAPER SIZES AND BLEEDS

When supplying files please ensure you allow a bleed as detailed below, most leaflets and brochures require a 3mm bleed. A5 leaflets and business cards require a 2mm bleed. When positioning text etc please allow AT LEAST 3mm from the edge of the FINISHED document to allow for tolerances when cutting.

## SPECIFYING BLEEDS

You may order A5 (148x210mm) leaflets, but these will be printed SRA3 (450x320) which is then cut to size. Bleeds are the extra part of the image larger than the paper size which are cut away to provide the finished size.

Bleeds are required on the following items: A3, A4, Letterheads & Compliment Slips require a 3mm bleed on each edge. A5 leaflets and Business Cards require 2mm. Please ask about other sizes.

Please remember that pages are imposed (placed together on a larger sheet size) and therefore trailing things off the edge of the page may interfere with other pages once placed on the larger sheet. It is therefore important to crop any images and constrain any bleeds to the values specified above. See our pages sizes and bleed setups for guidance on the popular paper sizes.

## IMPOSING BOOKLETS

When supplying artwork for booklets it is essential that this is done in the correct way, where possible provide a **HARD COPY** made up in printers proofs and **NOT** readers proofs. Where booklets Printer with a Fiery RIP which uses toner rather than ink. This has slightly different characteristics and therefore we cannot guarantee accuracy in shades of colours.

Pantone colours cannot be reproduced using the full colour process system. CMYK colour mixes cannot provide the same colour accuracy for Pantone spot colours as is achieved by buying the ready mixed Pantone Ink. If you use a Pantone colour in your document be prepared for it to look slightly different when printed in full colour process.

## RESPONSIBILITY

While we will do our best to spot errors, advise of potential problems and generally check over your artwork, we cannot be held responsible for quality of finished goods when artwork is not produced by our own in-house studio. There are simply too many variables outwith our control when artwork is supplied.

Please make sure your virus protection is up to date at all times before supplying discs. All discs supplied to us will be virus checked before anything else happens and if any virus is found the discs will be returned immediately along with the report from our virus scanner. Although we do check for viruses, it is your responsibility to make sure you do not supply anything with could affect our computer system.

## CHECKLIST

Before submitting files please check that the **BASIC** requirements have been completed, this is not an **EXHAUSTIVE** list and **DOES NOT** guarantee that the file will print correctly, these are factors outwith our control. By checking the basic list below you simply REDUCE the possibility of errors.

### Prior to submitting disks, have you...

#### Checked Images...

Checked that images are high resolution (300dpi)

Checked that any linked files have been provided

Checked that images etc are NOT RGB

Checked that no low resolution images are supplied

#### Checked Text...

Check all fonts have been supplied in a folder

Check no text is RGB

Check all black text is 100% black ONLY

Check all text on a White background text has been selected to "Overprint"

Check that all Text on a background colour has been selected to "Knock Out"

### Colours

Check that if you have set the file up in Pantone colours and you are printing in CMYK, that you have selected the CMYK Process option and you have match the correct CMYK Values, this must also be done on all logo which have been imported into the document.

### Finally...

Check that the document is the correct size

Check the bleeds have been applied correctly

Checked the document for spelling errors

Checked the margins (essential when folding)

Paginated the job correctly (essential for booklets)

### And Lastly...

Clearly marked the disc indicating whether it is Mac or PC and which type of files are used.

Provided a **HARD COLOUR COPY** for us to check against if this is not done we will have nothing to match to.

### But Remember...

We are not responsible for **ANY** errors when artwork is supplied on disk / Email and remember when incorrect disks are supplied this will incur further charges and delay your print order.

## IMPORTANT

I have completed the artwork as stated in the Artwork Guide and used the Checklist to ensure the basic requirements have been met. I understand that this publication is only a BASIC guide and even following the guidelines does NOT guarantee that the file will print correctly.

As Pecal Print have no control over how the artwork has been created no responsibility can be accepted for the printed material when artwork is supplied. I understand that no claim whatsoever can be made against Pecal Pecal for the printed material.