



impro Printing Limited

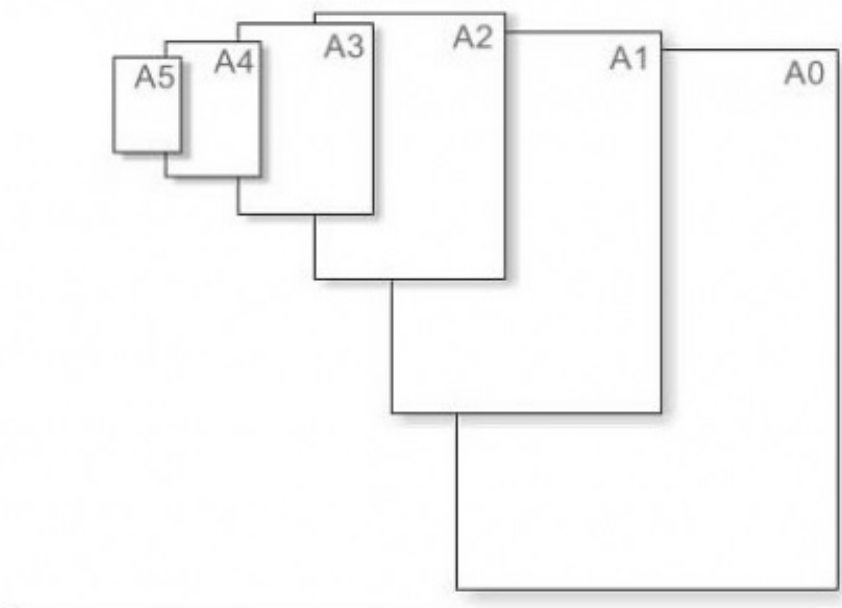
Basic Guidelines on How to Prepare your Artwork for Print

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1.0 Common Paper Sizes



Paper Sizes

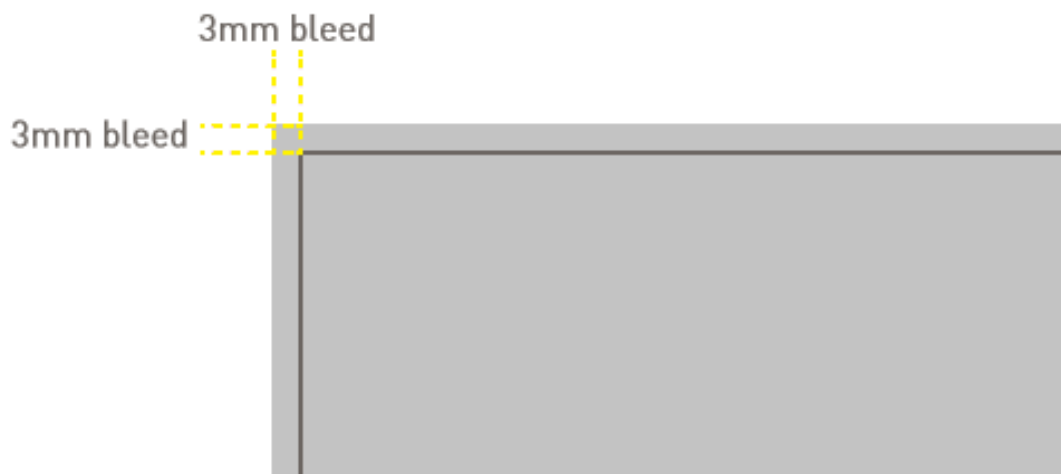
A5	- 210mm x 148mm
A4	- 210mm x 297mm
A3	- 297mm x 420mm
A2	- 420mm x 594mm
A1	- 594mm x 841mm
A0	- 1189mm x 841mm

Other sizes include; A6 148mm x 105mm

Business Cards 55mm x 85mm

2.0 Bleed

Bleed is part of a page that is trimmed of the final size of your document. If an image goes from edge to edge of the 210mm wide page make the image size 216mm this creates 3mm bleed of both sides, if it's in a book and the image is from the spine to the edge of the page make the image 213mm wide this will extend beyond the trimmed size of a document, we recommend 3mm bleed.



3.0 Colours

Ensure all colours are in process colours, CMYK (Cyan, Magenta, Yellow and Black) unless you specify a Spot Pantone Colour. Never use RGB colours in any software unless it is for a webpage. In printing it is always CMYK or Spot Pantone Colours.

3.1 Spot Colours

Please ensure all colours in spot colour jobs are assigned to Pantone colours (or are 'Black'). CMYK and RGB colour used in spot colour jobs can result in your job not printing as you were expecting.

3.2 RGB Colours

Do not use RGB colour in full colour jobs as the resulting colour may not be as expected once converted to CMYK for print.



4.0 Artwork Essentials

Print documents should be created within vector based layout programs such as Illustrator, Quark or InDesign.

Do not place text, logos and other elements too close to the edge of the page, otherwise they may be cut off. We recommend a distance of 3mm from the edge of the page.

4.1 Images

All images should be CMYK or Grayscale with a resolution of 300dpi (dots per inch) (Do Not Use RGB!)

Ensure all images in your design file are high-res, 300dpi placed at 100% in the document. Please remember when sourcing your images, the lower the dpi the poorer the quality your images will be once printed.

4.2 Fonts

All fonts should be embedded within the artwork or supplied separately.

PDF: Ensure that you embed your fonts when making your PDF.

EPS: Ensure you convert all fonts to outlines when making your EPS. *

Please guarantee that all fonts used in your design file are included with your job, the minimum font size advised is 5pt.

**Outlined fonts cannot be edited.*

5.0 Preparation of Print Ready Files - PDFs

When creating a PDF use a press quality setting, all pages must be single pages (not as spreads). Do not down sample any images.

Allow 3mm bleed and crop marks at 0.25 and offset by 3mm.

Photo images should be supplied as Tiff or Jpegs and should be converted to CYMK using imagery editing software such as Photoshop.

If your job has bleed please ensure you have chosen a large enough PDF page size to accommodate this, for example if your design is A6 with a bleed, ensure your PDF page is 10mm bigger.

We would advise that you do not supply print ready files as Tiffs or Jpegs, these should be saved and supplied as PDFs.

6.0 Artwork

6.1 Sending your Artwork

You can send your files reliably to us using We Transfer (www.wetransfer.com).

You will receive an email confirmation once your files have been successfully uploaded and another email once we download them. Alternatively, you can use Dropbox if you prefer and provide us with the link.

6.2 Proofs

PDF Proof

We supply our clients with proofs in PDF format which is compatible with both PC and Macintosh operating systems. This is sent directly to your email and once you sign off the proof electronically, we will proceed to print your order.

Colour proof

We can produce digital colour proofs using our Xerox Docutex proofing machine which has been colour profiled to match our printing presses.

Machine Proof

If you require a copy of the final ink finish, a machine proof can be produced at an additional cost. Our press is set up to match the print specification and only a few sheets are printed, however this will provide a true representation of how the finished job will look.

The first stage of the process is called pre-flighting. This means we go through the file and examine it for any errors, we will then make corrections to match our equipment if necessary. We review things such as colour spaces (CMYK or RGB), fonts, transparent elements and any aspects that may need corrected.

Once the file has been pre-flighted, the next stage is to match the file with the right machinery for printing. For an **offset job** we would send it to our plate-maker to create the necessary plates to go on the press. In a **digital job** we send the file to a

print server for the final stage of processing, known as *raster image processing* (RIP).

Raster Image Processing: Is the process for translating an existing file type such as a PDF or postscript into a file type that the printer knows and understands. This alters the files resolution and creates a bitmap or raster image, meaning the files contents are mapped to the bits or pixels on the screen. The pixels we see on screen are translated to the pattern of ink dots that we will see on paper.

7.0 Finishing Touches

7.1 UV or Reticulation Masks

When creating masks UV or Reticulation varnish, create a new layer in your InDesign document and copy your desired UV items, make all UV items 100% Magenta.

7.2 Cutting Forme / Dieline

Cutting Formes are high quality laser cut dies for use in the printing and packaging industry. Made from metal rules which are set in a plywood sheet to cut (punch out) various shapes as required. When placing an Impro cutting forme into your artwork a Spot Colour called Dieline will appear in your swatches/colour palette. This should be set to overprint your artwork.

8.0 Points to Consider

Please bear in mind that there are several factors that could affect the finished look of your project in the form of colour variation. For example, the colour of paper you choose may have an effect on the outcome of the finished colour i.e. it may turn out darker or lighter than expected.

There will be a noticeable difference in the outcome of colour on coated and uncoated paper. For instance, if you were to place an order for full colour letterheads on bond (uncoated) paper, with a set of full colour business cards on silk (coated) paper, you may notice a clear differentiation in the colours used in per say the company logo.

The paper and finish you desire may also make a visible difference on your design. Gloss and matte lamination will also have an effect on the outcome of your print, so this is something to consider.

We would also draw your attention to the viewing your job on screen, you are viewing colour made up of green, red and blue which may not be identically replicated with ink on paper. How a colour appears on screen may differ depending on how your monitor is adjusted.