Supplying print-ready artwork

Cliff Lewis Printing

PREFERRED FORMAT

High-resolution Adobe Acrobat PDF files are our preferred file format for supplyiing artwork for print. When set up correctly, PDF files simplify the whole process of supplying artwork. All fonts and graphics are embedded ino the one file; the size of the file is smaller and can often be sent via email; and while not completely providing a "what you see is what you get" environment, the PDF format goes a long way to uncovering any problems your source files may have before travelling too far down the production path.

The best (most reliable) option to produce PDF files is to create a postscript file on your computer and then make the PDF by processing it through Adobe Distiller.

BLEED AND TRIM

All artwork must include a 3mm bleed. That is, if any printed element touches the edge of your page then it needs to be extended 3mm past the trim edge on your artwork. You will also need to ensure that any text on your artwork remains at least 3mm within the edge of the document.

You artwork will also need to have trim marks on the final PDF file.

THE IMPORTANT DETAILS

COLOUR Use correct colour format in your job. If the job is to be printed in 4 process colours (CMYK) then make sure you are not using RGB images or spot colours.

If the job is printed in spot colours (PMS colour) delete any spot colours not being used in your final artwork. If you insert a full colour image into your spot colour job it adds 4 more colours to the file.

If the job is printed in CMYK (digital / full colour) make sure there are no spot colours in your file.

To achieve dense black solids it is best to create a "rich black". We recommend 100% black and 60% cyan. Text black should always be 100% black only and not a mix of CMYK or registration (all colours).

FONTS When using special/decorative fonts we recommend you change them to outlines.

LINKS if using Indesign or Illustrator to create your artwork make sure that all your images and fonts are available on your computer. Ideally, all images should be embedded into your document (you can do this in the 'Links' panel).

SIZE Make sure your document page size the same size as what you want printed.

SUPPLYING A RAW FILE

If you want to supply your artwork in its raw format and let us create the PDF file please be sure to also supply a packaged folder containing the images and fonts used. There is an automatic option for this in InDesign. We will need you to approve the PDF created by our pre-press team before printing.

IF IN DOUBT

Please contact **Creative Director - Louise Fraenkel** or **Pre Press Manager - Rod Waller**. Additional charges may be incurred if you fi le is not supplied correctly. We also recommend you see a printed/emailed proof to approve prior to printing.

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