

# APPLIED MEDIA



ARTWORK SPECIFICATIONS



## General

Please ensure artwork is supplied as per our specifications detailed. We accept no responsibility with print errors or late deliveries where artwork has been supplied incorrectly. If you have any additional questions that are not answered in the following please contact us.

## Artwork Origin

We are compatible with the following programmes:  
Photoshop, Illustrator, InDesign, Quark Xpress or Acrobat

Preferred file formats:  
PDF, EPS, TIFF, or JPEG

Artwork originally generated in any other packages can produce varied results.

## Resolution

All non-vector artwork should be supplied at a minimum of 300DPI @ 50%. Artwork preferred at size however we understand this is not always achievable, just a point to remember when scaling artwork down note the effects this may have on any placed images. We can provide a cross section print for approval.

## Colour

All files should be saved and supplied in CMYK process, we accept no responsibility of colour matching pantones, however swatches can be supplied on request. Please ensure artwork files do not contain embedded colour profiles.

Please note that it is unlikely that the colours displayed by your RGB monitor will be the same as your produced job

For a true black we find the following works best for us:  
Cyan: 50% Magenta: 30% Yellow: 30% Black: 100%.

## Bleed

All artwork must include a minimum of 5mm bleed to all edges. If artwork requires tiling, we can perform this operation and re-supply proofs.

## Type

Where possible ensure all type/fonts are either converted to outlines or embedded. We can only accept fonts for Mac generated artwork, as our Graphic Suite operates in a Mac only environment.



## Transparencies

All transparencies must be flattened before supplying. Transparency in vector based artwork can and may generate varied results.

## Overprint & Knock-out

Overprints and knock-outs can easily be missed in pre-production and rip stages. As a general rule we request that no elements of the artwork are set to overprint or knock-out.

## Quark Files

Please do not use the text display attributes (Bold, Italic, etc) in Quark, instead use font families with suitable choices. You should also not change imposed picture sizes in Quark, the files should be re-sized in Photoshop / Illustrator and then imposed at their full size.

## Photoshop Files

Please save all Photoshop files as either uncompressed TIF files, Photoshop EPS files or JPEG's. Flattening all layers minimises errors in production.

## Office Files

Files exported from office based programmes produce printable files with varied success. We tend to steer clear for file exported in this manor

## Corel generated files

Please convert all files generated in Coreldraw and Corel Photopaint to bitmap files (TIFF or JPEG). Saving Coreldraw documents as EPS files is possible but may alter the artwork - if you wish to do this please open the EPS files in Illustrator or Freehand to check they are as expected or impose in Quark and print a postscript file and again check that they are as expected.

## Transferring Files

There are a number of reliable file transfer sites available we tend to use [www.wetransfer.com](http://www.wetransfer.com). Artwork can also be supplied on CD's or Memory sticks, return of these devices should be requested on submittal of job, if not they will be forgotten and/or disposed of. Emailed artwork should not exceed our 5MB limit

## Proofs and Confirmation

Once in production you will receive a digital visual via email if this is not an option with an additional charge, a printed visual can be supplied.

Final production will only start upon receipt of client approval via email, fax or telephone.

