

# Frequently Asked Questions:

## Guidelines for Supplying Artwork to Print

Should you wish to supply your own artwork to us, here is a selection of the most frequent questions we are asked, along with the answers. If you have any further questions regarding your digital files, please do not hesitate to contact us.

### **Q: Can we supply files in CMYK and RGB?**

**A:** All files supplied must be based in the CMYK colour mode. RGB is not acceptable as this format was created to represent colours on screen only. Printed inks are different altogether.

In the case of some packages an RGB image may result in a black and white image being printed.

It is important that you work in CMYK from the outset when creating artwork and defining colours. If you create your artwork and then convert to CMYK at a later stage, then your colours (especially black) may be negatively affected.

### **Q: What resolution quality is required for good print quality?**

**A:** Images need to have a resolution of between 250 and 350dpi. If artwork is generated at a lower resolution, then the quality of the final printed job will be affected.

Artwork must be generated at a resolution of 350dpi from the outset, as it cannot be magically enhanced at a later stage.

### **Q Are bleeds required on supplied artwork?**

**A:** Yes. All artwork supplied to us for print must have bleed on all trimmed edges. If supplied artwork isn't supplied with 'bleeds', then you need to let us know to modify your artwork.

## **Q: What types of files should we provide to you?**

**A:** When using images in certain software, such as QuarkXpress or Adobe Photoshop, we require the original image files to be provided along with the document file.

As a general rule, TIFF files should be used for all photographs while EPS files should be used for logos or drawings. JPEG is normally fine but if used keep the quality to maximum. High resolution print ready PDF files are also acceptable, see guidelines below. Please contact us if you are unsure about the compatibility of your own files.

## **Q: Do we get a proof before the job goes ahead?**

**A:** Yes, we can certainly provide you with an electronic proof (PDF File) before the job is printed. Or alternatively a physical printed proof could be sent on request.

## **Q: Which software is compatible with your own systems?**

**A:** The following software is ideal: QuarkXpress, InDesign, Photoshop, Illustrator, Acrobat, and FreeHand.