

Artwork Specification Guide

In order for us to achieve the best possible results from your artwork, we have produced this guide to help you prepare and deliver your files for printing.

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1. Media & Transmission

We can accept files through the in the following media formats:

100mb/250mb Zip

CD-Rom/DVD-Rom

Email - files of up to 100mb can be sent directly to
ewan.mains@aboutmore.co.uk.

Web-uploader - You can upload files directly to our server here (you'll need a Java-enabled web browser). Just copy the following address into your web-browser. You will need to allow the java applet permission to run.

<http://92.27.122.45/upload>

All files supplied for print should be supplied with a hard copy colour proof of your layout together with specific instructions on colours to print, finished size, folds etc., where possible.

2. Software Formats

INTRODUCTION

Wherever possible, artwork should be produced in an industry standard software package such as Quark Xpress/Adobe Indesign.

Files should consist of a set of single pages, not imposed artwork/spreads and should have at least 3mm bleed. The trim size should be set to the same size as the finished job. The page size should be trim size + 10mm on each edge, unless otherwise specified. Do not place artwork on a larger page with manually drawn crop marks without contacting us first.

2. Software Formats

GENERAL

As a rule of thumb, the following should be adhered to.

Where a solid black coverage is desired, colour levels should be set to 40% cyan & 100% black. Please do not produce black solids from a 4 colour black without consulting us first.

Where possible all black type should be made up of 100% black & set to overprint unless a specific effect is desired.

Spot colours should be setup using Pantone Library. Where a cutter/uv varnish/foil is required, please set this as an overprinting spot colour made up from 100% Magenta.

2. Software Formats

a) Quark Xpress

We can accept files from the following versions of Quark Xpress:

Any version up to 8, mac or pc.

When supplying Quark jobs, please ensure that all fonts/graphics have been collected into the appropriate folder and updated accordingly.

Please check all supplied graphics and your Quark document for correct use of spot/Pantone colours.

2. Software Formats

b) Adobe Indesign

We can accept files from the following versions of Adobe Indesign:

Any version up to CS3, mac or pc.

When supplying Indesign jobs, please ensure that all fonts/graphics have been collected into the appropriate folder and updated accordingly.

Please check all supplied graphics and your Indesign document for correct use of spot/Pantone colours.

2. Software Formats

c) Adobe Pagemaker

We can no longer accept Adobe Pagemaker files.

2. Software Formats

d) Adobe Illustrator

We can accept files from the following versions of Adobe Illustrator:

Any version up to CS3, mac or pc.

Although we would prefer not have layouts supplied in Illustrator, we will accept and process these files.

Please ensure that all fonts/graphics have been collected into an appropriate folder and updated accordingly, this includes any embedded graphics.

Alternatively, fonts may be outlined.

Please check all elements in your Illustrator file for correct use of spot/Pantone colours.

2. Software Formats

e) Macromedia Freehand

We can no longer accept Freehand files.

2. Software Formats

f) Adobe Acrobat (PDF)

We can accept files from the following versions of Adobe Acrobat:

Any version up to 9, mac or pc.

Files supplied as pdf must be produced and certified to the PDFx/1a or similar standard. (i.e. Ghent, Pass4press etc)

If you are in doubt, please contact the studio before creating your pdf's.

Artwork should be supplied as finished size + 10mm on all edges with room for 3mm bleed and crop marks.

Artwork should be supplied as single pages in sequential order unless by prior arrangement.

Please see <http://www.pass4press.com> for more detailed information.

3. Included Images & Graphics

When saving graphics and illustrations for your artwork, try to use Tiff (lzw compression), Eps or maximum quality Jpeg.

For rasterized artwork (eg photographs), images must be in CMYK/greyscale/duotone colour with no embedded colour profiles at a minimum of 300 dpi.

Photoshop files must be flattened.

EPS & vector illustrations must not contain spot colours unless specified & it is preferable that all fonts are converted to paths and/or outlines.

If you wish to use transparencies etc, we provide a high quality scanning service, although please note that scanning pre-printed material often produces poor results.

4. Other formats

We can accept files created in programs such as Microsoft Publisher and Word, although the transition to press-ready artwork from these programs is often fraught with problems.

We will endeavour to produce your artwork to the highest possible standard and ensure that the press ready artwork is as close as possible to your supplied file, however, there may be slight variations from your supplied file in these programs, which we will notify you of.

5. Questions

If in doubt - ask!

You can contact our studio on **0141 354 7917**, or email **ewan.mains@aboutmore.co.uk** with any questions or queries.

We'll do our best to help you supply us with the correct artwork for your print job.