



Artwork Specifications

a guide to providing perfect print-ready files

Setting up your files for digital and large format print

Please pay particular attention to the following guidelines. We specialise in fast turnaround high quality digital print and can only achieve this if your files are set up correctly. Anything that is not correct or to our specifications can always be sorted out, but may take extra time meaning that any deadlines agreed would be missed and you may incur extra costs. If you are unclear on any of these points or have any other queries then please contact us for further details.

If you are not sure about preparing your artwork to comply with our guidelines then please contact us for an artwork preparation or design quote, this will ensure that you get the best quality and hopefully do not miss any deadlines you may have.

Proofs - We always recommend a colour proof (at cost shown, or included free with some orders unless stated otherwise) if you wish to be certain of colour and content. Proof production will take at least one or two full working days plus postage/collection time and your approval time. NB If due to a short deadline a proof is not possible, then you agree to accept any prints we produce unchecked and we accept no responsibility for any content or colour accuracy variations to what you may have expected.

Artwork -

Adobe Acrobat PDF format files are our preferred choice for fast turnaround of work. However, it is imperative that you create PDF's as 'High Quality' or preferably 'PDF/X-1A' with bleed, cropmarks and fonts embedded and follow our imported photos guidelines, as faults in PDF's cannot be easily 'fixed' later in production if you get it wrong.

Quark Xpress or Adobe InDesign files are accepted if 'collected for output' / 'packaged' so all the related files and fonts are included. Pages must be set up to the correct size with bleed.

Freehand and Coreldraw files are acceptable ONLY if saved in .EPS or PDF format. Bleed and cropmarks must be included. You will be charged our minimum artwork charge of £12.50+VAT plus standard hourly rates thereafter if we have to re-save native format files.

Photoshop or similar files should be supplied as 300dpi (400dpi if they contain text) CMYK .TIF files with LZW compression off.

Microsoft Word, Excel, Publisher and Powerpoint need to be converted to PDF format where possible. Please note that these programs do not conform to modern pre-press standards and onscreen colour reproduction and layout is not guaranteed.

We can also accept other files and formats, but please ring and check first if timescales are critical as they take longer.

Page Setup - All files supplied must be on the correct size page for the print process required - This is quarter of the final size for large format poster prints and final/actual size ie 100% for digital printing. You will be charged our minimum artwork charge of £10.00+VAT plus standard hourly rates thereafter if we have to re-size your files.

Unless previously advised DO NOT impose your files in any way, this applies especially to business cards. Digital print workflows operate in totally different ways to normal litho print, so we always setup and impose your documents within the price quoted.

When creating PDF files please note that books or booklets that have over 4 pages must not be supplied as 'spreads' always create a PDF containing individual pages. This does not affect your original Quark or Indesign file which may have been set up as spreads.

Documents comprising more than one page must always be supplied in one file with no blank pages - for instance front and back of cards and flyers, covers and inners of books. All your pages must be together in one file.

If your artwork requires 'bleed' (ie if it extends off the edge of your page) you must allow at least 3mm. We also recommend that any text is kept at least 5mm away from the edge of the page.

Finally, if your document is to be wire 'o' bound make sure 'bleed' is allowed on all four edges and you have allowed a 'binding margin'.

Photos - Photographic images should be supplied as 300dpi CMYK .TIF files with LZW off, and placed into your document at 100%. Any images with clipping paths should be saved as EPS - NB avoid Quark clipping paths as they can cause unpredictable results.

Digital Camera Images - Unless your images conform to our 'photos' standards above ie they can be placed in a quarter size document at 300dpi then they will not be good enough quality for large format prints. Never enlarge image resolutions beyond their original size - you cannot put in what was not there in the first place. If in any doubt please request a 'colour proof'



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Continued from overleaf...

Imported Graphics - Should be in .EPS format with fonts converted to paths or curves.

NEVER copy and paste graphics from other programs especially Powerpoint, Excel, Word or Clipart. Please note that Word art is a low resolution format and almost never prints well.

Exhibition Stands - for exhibition stand designs that cover more than one panel (eg Popup stands) set Quark Xpress / InDesign documents up as 'spreads' eg 5 x pages for 3x3 and 6 x pages for 3x4, do not supply as one 'big' page. This is unless you can only supply a .TIF or .EPS as these are the exceptions and must be provided as one 'big' page WITH cropmarks drawn on clearly for each panel and bleed all round. Avoid characters and fine graphics which cross panel gaps as we cannot guarantee that these will always line up accurately. If text does cross panel gaps try and use tracking and kerning so that the gap runs in-between two characters and not through a character.

Digital Print Limitations - Due to the print processes used in digital technology we recommend you avoid using flat tints of 10% or less, as these can sometimes print with a marbled or mottled effect. Also, as with traditional litho printing try to limit large expanses of any flat colour: - textured areas or Photoshop effects will always print much better. In fact we suggest being as adventurous as possible for the most dramatic results. Graduations must always have a suitable range such as 10% to 100% not 10% to 25%. Avoid Quark Xpress, Indesign & Illustrator blends as they are known to cause 'banding' - instead create blends in Photoshop and save as CMYK TIF. For a 'Rich' black use 50%C 100%K.

Colour and Colour Matching - Make sure all colours in your document are specified as CMYK for digital small format and poster prints (only fine art Giclee prints can be in RGB). If you have used RGB or spot colours in your design process you must convert them to CMYK. This includes imported .EPS graphics from Illustrator and Freehand and duotone photos. Please remember that Pantone colours cannot be accurately reproduced in CMYK, so if it is important that you try and match a Pantone colour then request a Colour Proof. Also, if in doubt refer to a Pantone Solid to Process colour swatch)

It is impossible to guarantee that the colours of large format prints will match previously printed work due to changes in materials and processes. If your requirements include future updates of single panels within a set, we suggest you create a design which does not rely on a panel to panel colour match eg use a contrasting colour. If in any doubt always order a colour accurate proof first to check.

Fonts - Please convert any fonts in raw vector artwork to outlines. For DTP documents please check with your font license agreement and supply copies if permitted. If there is any doubt then please ensure you supply PDF files with the font embedded.

Amendments - Any amendments requested will be charged at our standard hourly rates unless agreed otherwise in writing. If after ordering a proof you wish to send a replacement amended file you will be charged a 'reprocessing' fee of based on our standard hourly rates with a minimum charge of £10.00+VAT. You will be charged standard proof prices if another proof is requested.

Always make sure to back up your work before giving it in to us. When possible we will copy your work from your memory stick so that you can take it away with you. However, if we are very busy this may not always be possible. When saving your files, please put them in one folder with a suitable file name (John E Wright to Print' for example). When possible write out your full print requirements and file names in advance and include it as a text document in with the work you submit.

Finally, please remember that our workflow varies from day to day. Whilst we will do everything possible to meet your deadline, you will help us achieve this by allowing suitable time. Our staff will always assist you with information to help you prepare your project so please call us if you need technical information before coming in.

For any further help or advice, please contact your local branch.

Alternatively, email us at sales@johnwright.com

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