

Artwork for Printing

Supplying us with your Artwork

You can supply your artwork on CD/DVD, memory stick, memory card and most other portable media. In addition you can send us your artwork via email or upload it to our FTP site.

Artwork Format

All of our printing workflow is based on working with files supplied to us as PDFs. Ideally all work should be presented to us in PDF format.

We will not turn your work away if it is presented in a format other than PDF, such as Microsoft Word documents, provided it is a format that we are able to open. However the print output that is obtained from other formats may be very different to that which is expected, for a number of reasons.

For example in Microsoft Word, settings & fonts used on the originating PC may not be embedded in the finished file which you present to us for printing. These settings may include page margins and other formatting that has been used. If you decide to use a non standard font in your document which is not available on our system, this may be automatically substituted by the application for another font of different appearance.

Images & Logos

We are often supplied with images or logos that are unsuitable for high quality printing. For example most images that are obtained from the internet are of low resolution 72dpi, designed only for display on a monitor. When printed these images are badly broken up (pixellated) and there is little that can be done to improve their appearance.

In addition images seen on screen are RGB images, which look bright and vibrant because basically they are made up of light. Printers produce CMYK images, which are made up of coloured inks or toners applied to the paper or other media. For this reason screen images and print images may look very different.

Ideally images and photographs that you use in your artwork should be 400dpi at their finished size and saved as CMYK images.

Bleeds and Margins

You should ensure that none of your text or images are placed within 5mm of the edge of the finished print size. In digital printing this is the non-printable area whilst on documents to be cut to size this allows for tolerance in the guillotine process so that the finished product has an even appearance.

If you have a background image or background colour designed to reach the edge of your finished print you should extend this in your artwork beyond the edge of your prints finished size by 3mm on each edge for cutting purposes (bleed)