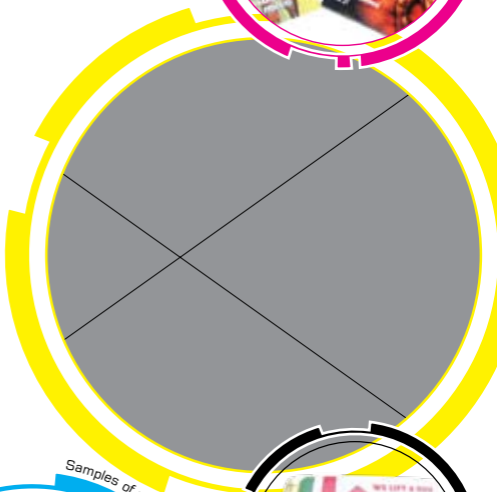




How to supply your artwork to us in a **print ready format**



Samples of work printed by PRS Ltd



Document Sizes

A2 page size 420 x 594mm

A3 page size 297 x 420mm

A4 page size 210 x 297mm

A5 page size 148 x 210mm

A6
page size 105 x 148mm

1/3rd A4 page size 210 x 99mm



Business/Credit Card

page size 86 x 54mm

Artwork Formats We Accept

Apple Mac & PC

Photoshop

Illustrator

InDesign

Acrobat PDF

We accept complete artwork as a PDF in accordance with the following specification:

- Images to be CMYK and high resolution (at least 300dpi)
- 3mm bleed allowance to be included.
- All fonts to be embedded within the document.

For guidance on how to create PDFs from your design application, please refer to the application's User Guide.

IMPORTANT

Please always send us the native file from your application plus any images, graphics and fonts used, and make sure it is clearly labelled. To avoid confusion it is vital that your disk contains only the relevant files you want printing.

We are always updating our software and hardware, so if your application or media type is not listed, please call us.

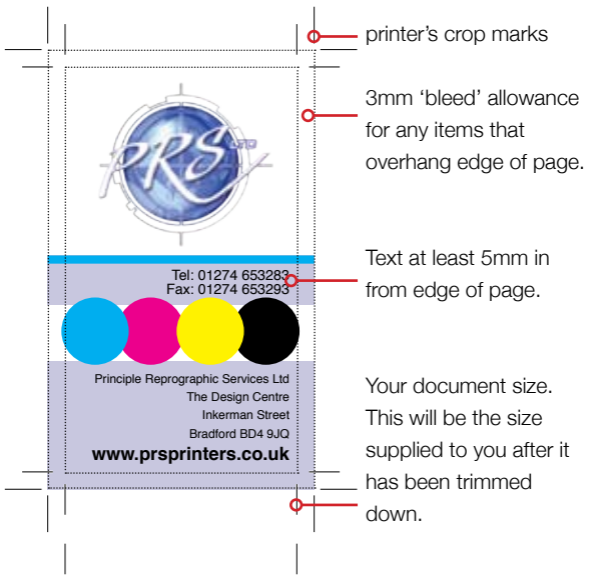
Formats

- CD or DVD
- Email



What is Bleed?

Bleed is a very important element that must be taken into consideration when creating your artwork. Your design may incorporate images or colours that run off the edge of the page. Any items 'bleeding' off the page should be extended to overhang by a minimum of 3mm off each edge. We would also advise that text and borders be at least 5mm in from the edge of the page. Including bleed is essential for finishing and guillotining purposes and will eliminate any unprinted gaps on the edge of the document when it is trimmed down to size.



CMYK & RGB Colour

Your computer, scanner, digital camera and monitor create and view images using combinations of just three colours, Red, Green and Blue (RGB).

Printing presses use four different colours to print these images - Cyan, Magenta, Yellow and Black (or 'CMYK' - also known as Process Colours).

At some stage of production, RGB images must be converted to CMYK.

Conversions from RGB to CMYK are best done in packages such as Photoshop and preferably you should do this before sending your file to us. If you are unable to convert your images yourself, when we print your file our process will apply a standard profile RGB to CMYK conversion which may make the colours look different to your original file.



This sample shows how an RGB image may view on screen.



This sample shows how the same RGB image converted to CMYK may print on press.

Font Usage

All fonts that are used in your document must be included with your job.

Postscript printer and screen fonts for Mac.

True Type fonts for PC Windows.

If you are going to 'cross platform' ie. from PC to Mac, remember that fonts don't travel well! Check that we have the same font and provide a hard copy of your artwork. Be aware that a font may have several versions and these can have slight differences that may cause problems such as reflowing of text and missing words.

Larger text may be converted to paths, curves or outlines if you are not supplying the fonts with your artwork.

If you are supplying finished artwork in PDF format please ensure **ALL FONTS ARE EMBEDDED** when saving to this format.

DO NOT...

- Use 'Multiple Master' (MM) or 'Metric' fonts as these are not compatible with our process.
- Use underline, shadow, strikethrough or any other effect from a 'text effects' menu.



Checklist

Page Size/Layout

- Product page size is correct
- Appropriate bleed is included

Images

- All images are converted to CMYK and saved as TIFF or EPS files (without compression)
- Photos are scanned at 300dpi at 100%, Line-art images are scanned at 800 to 1200dpi at 100%
- Any alpha channels are removed and images are flattened
- All linked/placed TIFF or EPS files are supplied

Colours

- All colours are converted to CMYK and maximum ink coverage is no more than 300%
- All tints are more than 10% each of CMYK

Fonts

- All screen and printer fonts are supplied
- No Multiple Master or Metric fonts are used
- No effects from the 'text effect' menu in Freehand or QuarkXPress are used

Format/Files

- Design is created in an application we accept
- Design is saved as the native file from the application
- Design is supplied on a media type we accept
- Only files required for this job are included and clearly labelled
- PDFs are CMYK, high resolution, with bleed and all fonts embedded

Other

- No texture/patterned or postscript fills have been used
- A mock-up or hard copy is supplied and the design works on a functional level

Contact Details

Printing & Embroidery

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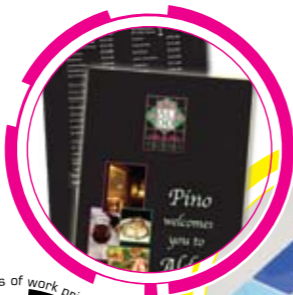
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