

Artwork Requirements



This document is intended to help explain our requirements when you are supplying print ready artwork to us.

We can accept material from you in many different formats; from hard copy to digital files. We can accept both PC and Mac generated artwork.

Preferred digital applications:

Adobe InDesign, QuarkXpress, Adobe Pagemaker, Adobe Illustrator and Adobe Photoshop.

We can accept Corel Draw files as well as files from standard office software such as Microsoft Word, Publisher, Excel and PowerPoint (files supplied from these programs might not always be suitable for direct CMYK printing and may require additional studio time to prepare, which will incur an extra charge).

We can advise you on the best way to set your documents for print, or our in-house design team can prepare the design work for you.

Bleed (*for Trim/Cutting*)

If your artwork needs to be printed to the very edge of the finished size document, any images, colour etc. needs to "bleed" off the edge of the paper by at least 3mm - this bleed will be printed but then cut off.

Resolution

When supplying images, ensure that they are scanned at 300 dpi and are at 100% otherwise quality will be compromised. If images have been downloaded from the Internet, the normal screen resolution is just 72 dpi and therefore, they will not reproduce a high quality result when printed.

Colour

All documents need to be set to either CMYK or a specific Pantone spot colour. RGB is not an acceptable printing format.

Full colour artwork should contain CMYK colour only, RGB files should be converted to CMYK.

All colour proofs will be converted to CMYK and may affect appearance of any artwork supplied to us in RGB format.

PANTONE COLOURS made up of CMYK, should be checked on a correct Pantone colour chart before printing, due to certain colours being unachievable in the CMYK process.

Colour Proofing

For Litho jobs, digital proofs are provided but are not 100% accurate in terms of the colours produced. They can be used as a guide only.

Fonts

All fonts used should be embedded (High Quality/ X-1a PDF's with fonts embedded ticked, should ensure this) or converted to outlines (EPS, Illustrator). If fonts are supplied, please ensure that all are included and that any redundant fonts are removed. Please include both the postscript (printer) and screen fonts.

Transparencies

If using the transparency functions in Illustrator and Freehand generated files, transparencies must be flattened and the files then converted to PDF or bitmap (TIFF or JPEG) before supplying.

Overprint / Knockout

Please ensure that no elements of the design are set to overprint unless specifically required. We cannot always check for this and it is likely to generate unexpected results.

Supplying Files

If the files are not too large they can be e-mailed to office@creedsuk.com.

Artwork may only be e-mailed if the file size is less than 5 megabytes.

Files should be supplied uncompressed on a CD or Zip disc if possible; Zip/Stuffit may be used to compress files if necessary.

CDs and discs will not be returned unless specifically requested at the time of order.

We try to hold any supplied artwork in case of re-printing but this cannot be guaranteed.

All artwork must be supplied with a colour proof.

Creeds cannot accept responsibility for any printing errors if no proof is supplied.

Ownership of Artwork supplied by Customers

Creeds cannot be held responsible for any artwork copyright infringements on artwork supplied by customers. The customer must have permission to use all images, text and logos that are supplied to Creeds. When signing off a job, prior to printing, the customer acknowledges that copyright responsibility is held with themselves, and not Creeds.

Proofing

Before printing, all proofs need to be signed off and returned along with any colour proofs.

For more information, please contact us:

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