

Digital Print - Artwork Guidelines

We specialise in fast turnaround high quality digital print and can only achieve this if your files are set up correctly. Files that are not to our specifications can always be sorted out, but may take extra time meaning that any deadline agreed could be missed.

We use the following design applications (all current editions):

Quark Xpress
Adobe (Creative Suite) – InDesign
Adobe (Creative Suite) – Photoshop
Adobe (Creative Suite) – Illustrator
Freehand MX

We also accept Adobe Acrobat PDF format files - this is the best method for Pagemaker, Microsoft Word or Publisher files.

You can work to any scale (10%, 25%, 50% etc.) as long as your file is in the correct proportion to your finished required size. Please let us know the scale of your artwork and the intended final size. Wherever possible allow extra bleed around your artwork for trimming purposes.

Where possible we always work with CMYK images not RGB. If you have RGB files convert them to CMYK to get a better idea of the finished colour output.

Images should be supplied at 300dpi at 100% of print size wherever possible. Lower resolution images may result in a pixelation effect.

If you need to compress graphic files use high quality JPEG compression or LZW compression for TIFF files to avoid excessive image degradation. Alternatively use Zip or Stuffit to compress files.

Please provide us with printed layouts and colour guides wherever possible.

