

FILE PREPARATION: IMAGES & FONTS

SETTING UP YOUR ARTWORK FOR THE BEST PRINT RESULTS.



Images

Try to ensure all images in your design file are high-res, the standard for which we recommend is 300dpi (dots per inch). The lower the dpi the worse your image(s) will look when printed, so please bear this in mind when scanning, manipulating or sourcing images for your job.

We highly recommend images to be CMYK*, any RGB* images will be converted to CMYK in our workflow which may result in small colour shift.

Sourcing Images

Always try and use professional imagery or stock photos. Images & logos saved from websites are most likely to be between 72-96 dpi and are therefore unsuitable for print. Anything supplied above 450dpi will be downsampled to 300 dpi in our workflow.

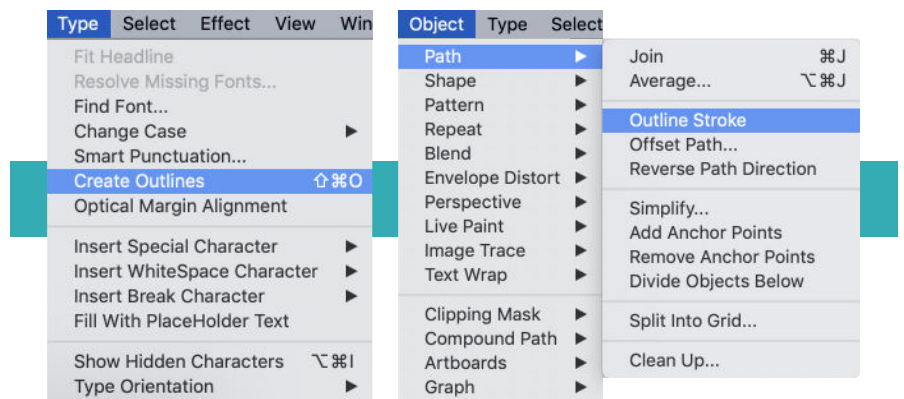


PLEASE NOTE LOW QUALITY IMAGES UNDER 100DPI WILL NOT ONLY DOWNGRADE YOUR DESIGNS BUT ALSO AUTOMATICALLY GET REJECTED.

Fonts

Within your artwork designs we recommend a minimum font size of 5pt (point size). Please set text colour to 100% black if font size is between 5pt to 7pt. All fonts should be embedded when exporting your PDF this will allow all font information to be stored inside the pdf file and look as intended, no matter what computer the file is opened in.

Please ensure that all of the fonts used in your design file are included with your job, or converted to curves / paths / outlines prior to submission.



*CMYK - This acronym stands for Cyan, Magenta, Yellow & Key (Black). This is the colour mode used in the printing process, using dots of ink of these for colours to make up images.

*RGB - This acronym stands for Red, Green & Blue. This is the colour mode used for website images and text that remain on screens.