

Designers Guide - Files Setup Guide

Software Options InDesign CS3, Illustrator CS3, Photoshop CS3, Freehand MX 11
Acrobat PDF - see note

What we require

Page Layout Actual size or 50% scale. Please check Product Specs for sizes.

Image Bleed Allow 15-20mm at 100% scale.

If your print is being mounted to a board and you require it 'wrapped' please allow the thickness of the board plus 10mm.

Scan Sizes 125-150 dpi at 100% scale, Or 250-300 dpi at 50% scale.

Text Please convert all text to paths or outlines, or provide fonts required.

Colour Matching If you require colours matched then we require:

1. All files provided in editable form. Includes EPS links, and Photoshop files provided in layers. Fonts used by EPS and Photoshop files will also be required.
2. A list of colours to be matched.
3. Provide swatches or reference to Pantone Systems.
4. Provide examples of preprinted material, if possible (Brochures etc.)

Please note individual print materials vary in their ability to produce colours. This is why we prefer editable files so we can change the colours and provide a better match.

If we are required to reproof or reprint due to insufficient material supplied initially, we will charge for the additional proof or print.

Colour Management We recommend you use the Colour Management options available in the software. In Adobe Creative Suit it's easy to synchronise your programmes to a common setting. If you don't have Colour Management turned on we don't have a starting point and colours may convert differently.

Our Colour Settings RGB = sRGB
CMYK = U.S. Web Coated (SWOP) v.2
Greyscale = Gamma 1.8

Print-Out Please supply a Print-Out of your file, even a black and white print is a good guide. If your Print-Out is colour, then please advise if it is to be matched to.

Saving Files InDesign - use 'File - Package' to collect all components for output.
Freehand - use 'File - Collect for Output'
Other software please ensure you provide all links and fonts required.

Acrobat PDF If you want to provide files to us as Acrobat PDF

1. Please assign colour management to your software.
2. Check your output setting in Distiller has the colour management included and embeds the fonts.
3. Use a 'High resolution PDF Setting'
4. PDF including the bleed and Offset the Crop Marks by the bleed amount. We don't want the crop marks in the middle of the bleed.

We cannot adjust your PDF, it is your responsibility to get it correct.

If your unsure, please call us for assistance.