

GUIDELINES

SUPPLIED ARTWORK SPEC SHEET

TO ENSURE SMOOTH THROUGHPUT OF YOUR GRAPHICS, IMAGECO HAVE ASSEMBLED A FEW GUIDELINES FOR ARTWORK PREPARATION. IF YOU WOULD LIKE TO DISCUSS A PROJECT PRIOR TO STARTING ARTWORK, WE SUGGEST A QUICK CALL TO A MEMBER OF OUR STUDIO OR PRODUCTION TEAM ON 0113 270 0911.

SUPPLYING FILES – PLEASE MAKE SURE ALL ARTWORK IS SUPPLIED AS CMYK

OUR PREFERRED METHOD IS VIA UPLOAD, BUT WE ALSO ACCEPT THE FOLLOWING METHODS:

UPLOAD – WWW.IMAGECOLTD.COM/UPLOAD

DISK – CD, DVD OR USB STICK

EMAIL – ATTACH YOUR FILES (NO LARGER THAN 5MB) AND SEND THEM TO STUDIO@IMAGECOLTD.COM

PREFERRED APPLICATIONS

OUR PREFERRED METHOD IS CMYK PRINT-READY HIGH RESOLUTION ADOBE ACROBAT PDF, ALTHOUGH IMAGECO WILL ACCEPT ARTWORK CREATED IN THE FOLLOWING APPLICATIONS: ADOBE INDESIGN, ADOBE ILLUSTRATOR AND ADOBE PHOTOSHOP.

PRINT-READY ARTWORK

- FONTS MUST BE CONVERTED TO OUTLINES/CURVES.
- ANY “SPOT WHITES” OR “CUTTER GUIDES” TO BE ON SEPARATE ARTWORK LAYERS, OR SEPARATE FILES.
- IF PRINT-READY ARTWORK CANNOT BE SUPPLIED, PLEASE INCLUDE ALL SUPPORT ARTWORK SUCH AS FONTS AND LINKED IMAGES IF POSSIBLE.

PLEASE NOTE:

STUDIO TIME MAYBE CHARGED IF FILES NEED ANY AMENDMENTS TO MEET PRINT REQUIREMENTS.

ACCURATE COLOUR MATCHING

- FOR ACCURATE COLOUR MATCHING, SPOT COLOURS TO BE LEFT AS PANTONES.
- WHERE POSSIBLE PLEASE SUPPLY ALL SCANS AND PHOTOSHOP GENERATED ARTWORK IN CMYK.
- SUPPLYING A PROOF OR SAMPLE WILL ASSIST WITH COLOUR MATCHING.

IF YOU WISH TO CHECK THE COLOUR AND CONTENT OF YOUR JOB BEFORE PRODUCTION, A HARD COPY PROOF IS AVAILABLE FOR AN ADDITIONAL FEE (WHICH WE RECOMMEND IF THE COLOUR IS CRITICAL). WE ARE ABLE TO PRODUCE A PROOF FROM THE SAME PRINT DEVICE THE FINAL JOB WILL BE RUN ON. THIS WILL BE ACCURATE FOR BOTH COLOUR AND CONTENT.

24 HOUR-SERVICE

ANY ORDERS RECEIVED WHERE A 24 HOUR TURNAROUND IS REQUIRED, A SURCHARGE OF 25% WILL BE APPLIED.

SCAN RESOLUTION AND FILE SIZE

WHEN SCANNING OR CREATING PHOTOSHOP GENERATED ARTWORK FOR A NEW PROJECT, PLEASE SEE THE GUIDELINES BELOW:

HIGHEST QUALITY, CLOSE VIEWING WORK – SCAN 800DPI, QUARTER OF PRINTED SIZE (200DPI AT FINAL SIZE)

GENERAL DISPLAY WORK – 300DPI, QUARTER OF PRINTED SIZE (75DPI AT FINAL SIZE)

BANNER & BILLBOARD WORK – 200DPI, QUARTER OF PRINTED SIZE (50DPI AT FINAL SIZE)

WE ARE OFTEN ASKED ABOUT RE-PURPOSING EXISTING SCANS OR PHOTOSHOP GENERATED ARTWORK FOR USE IN LARGE FORMAT DISPLAY WORK. AS A GUIDE, WE WOULD BE ABLE TO ENLARGE YOUR FILES BY 400% AND STILL ACHIEVE GOOD RESULTS. USING THIS THEORY WE COULD SUCCESSFULLY REPRODUCE ARTWORK FOR A FULL PAGE A4 MAGAZINE AD, AT SIZES UP TO AO. SIZES GREATER THAN THIS MAY STILL PRODUCE ACCEPTABLE RESULTS FOR DISPLAY WORK, BUT IMAGE QUALITY TENDS TO DEGRADE THE LARGER YOU GO.

IMAGECO

IMAGINE, INNOVATE, INITIATE

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