



supplying your artwork

your guide to sending files to easiprint

supplying your artwork on disk or by email

If you wish to submit your own artwork for print, we have few guidelines below that may resolve any issues you may have

applications accepted

PC (Windows)

Corel Draw 11
Illustrator CS 2
Photoshop
In Design CS 2
Freehand 8
Pagemaker 6.5
Word*
Excel*
Publisher*

Macintosh

Quark Xpress 4.1
Illustrator 9
Photoshop
Freehand 8

*** We can accept these formats but we are unable to print direct, instead we ask whenever possible to convert your document to a pdf**

acrobat PDF

PDF is probably the simplest way to supply files, but there are a few guidelines that need adhering to when creating your pdf

Compression Type

None

Document

Supply in correct page order and include all pages

Bitmap Downsampling

Colour 400dpi
Greyscale 400dpi
Monochrome 1200dpi

Text & Fonts

Embed fonts in document or export all text as curves

Prepress

Bleed - include 3mm (if your artwork requires it)
Include crop marks and registration marks

Colour Management

Output all objects as CMYK

text & fonts

Fonts should either be supplied or converted to curves to avoid substitution



Avoid using colours that contain more than one ink especially for small text, otherwise blurred edges will occur



Small black text over solid areas of colour should always be overprinted to avoid registration problems wherever possible



photographs

Try to avoid GIF or JPEG as they are compressed formats and can cause colour shifts or blurred edges. For the best print results we would recommend using either TIFF or EPS wherever possible



high resolution

Photos and images should be at least 400dpi at actual size, never enlarge images as this will cause pixelation

Avoid taking images directly from the web as they are only 72dpi and can be an infringement of copyright



web graphic

Photos and images should **not** be supplied in RGB or Duotone* instead always convert them to CMYK

* **Duotones may be used under our guidance**

embedding & linking?

embedding can apply to both text and images

whenever artwork is supply in its native application (ie quark) please make sure that all images and fonts are included on the disk




embedded objects



linked file missing from artwork

bleed

if a design incorporates elements that go to the edge of the artwork it is common practice to add 3mm extra to all edges so it can be trimmed properly (see example across). The finished printed item will look far better if done this way

 = 3mm bleed area



black is black, right?

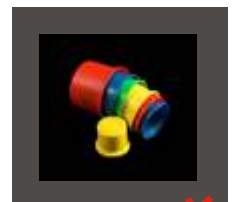
wrong!, there are different ways to get the best out of black, here are just a couple of key ones.

text and logos
use 100% black

text text text text



100% black & 40% cyan



100% black

large areas of solid black
use 100% black and 40% cyan