

General Artwork Guide

Please take time to read these guidelines. Submitting your artwork according to these instructions will help achieve tight deadlines, minimise difficulties and generally save money.

If you are unclear on any of these points or have any other queries then please contact us for a friendly chat and advice, we do not charge for this advice.

Page Setup and Sizes

We always print to your design's page boundaries. Artwork outside of the page boundaries will not be printed. Also, if you have prepared your design with large margins between the artwork and the page boundaries, you will be charged for any wastage. If you are preparing artwork that touches the page boundaries, it is good practice to bleed the design 5 mm outside the page boundary.

You can produce your artwork at any size; we will scale your finished artwork to your required size. For prints up to A1, we recommend you produce your artwork to actual size. For larger prints, you may need to reduce the size of your artwork, depending on the application you are using. For example, in Quark XPress, you may need to produce your artwork at half or quarter size, as very large document sizes are not supported.

When preparing designs for multi-panel pop-ups, produce one large piece of artwork, including all the panels, on one page. We advise that you may want to avoid fine detail and text less than 20 mm actual printed size, where the detail or text crosses a join between panels.

Imported Graphics

All imported or placed artwork must be in CMYK colour mode - please see Colour Usage below. Bitmap images (e.g. photos, Photoshop files) should be between 50 to 300 dpi actual printed size. We prefer bitmap images to be TIFF format, or alternatively uncompressed EPS format. Please do not submit or import or place photos in JPEG or other compressed formats.

Always use the highest quality originals and best quality scanning facilities available for large format prints, and carefully check your scans for dust and scratches, as these may be magnified many times on the final print. Digital camera images are usually unsuitable for large format prints, due to their low resolution and JPEG compression.

We offer a professional drum scanning service. Prices are dependent on size and quantity, please call for a quote.

If you have used clipping paths please use EPS format files instead of TIFF. Do not use the clipping path facility in Quark XPress, as this can produce unreliable results. Create clipping paths in Adobe Photoshop and save the images in EPS format before importing or placing them into DTP.

For vector graphics (including Adobe Illustrator and Macromedia Freehand), we recommend that your vector artwork should be saved as a EPS format and not be produced at less than a 20th of the final printed size, as this may affect the reproduction of the artwork.

Fonts

Please supply all the fonts that you have used in your artwork including any used in imported or placed graphics, and include both printer and screen fonts where applicable.

To avoid font issues when using Adobe Illustrator or Macromedia Freehand, convert all text to outlines or paths. It is also good practice to save your original file as a separate file before converting, as you will not be able to edit the text once converted to outlines/paths.

Colour Usage

All work must be produced using CMYK colours only, including all imported or placed graphics, gradients, filters, effects and Pantone colours. If you have used spot colours in the design, convert them to CMYK. Keep a close eye on imported or placed graphics such as EPS, Adobe Illustrator and Macromedia Freehand files as these may contain spot colours. Duotone photos must also be converted to CMYK TIFFs.

As our large format printing system uses a CMYK process we are unable to print specific Pantone or spot colours. If your artwork contains a Pantone colour and you require accurate Pantone colour matching, we advise you to refer to the Pantone 1000 Solid to Process guide.

Preferred File Formats

Apple Macintosh and some PC files are accepted (Please ring for more information on supplying PC files). Wherever possible we prefer the file to be saved in the native file format, for example:

Quark XPress 4.1(.qxd), if using Quark 5/6, please save pages as EPS files, also supplying all images and fonts

Adobe Illustrator 10 (.ai or .eps), if using Adobe Illustrator CS/CS2, please export as Adobe Illustrator Legacy (AI) file, in the Illustrator Legacy Options dialog box, choose Adobe Illustrator Version 10, please supply all link images, if not embedded & all fonts.

Adobe InDesign CS.(indd), please supply all images and fonts used in file. The Best way to do this is a Create a Package, This is the same as a Collect For Output. Please read the Help Guide within Indesign for more Info.

Adobe Photoshop (.psd, layered file, or (EPS) (flattered file), if supplying PSD file, please include all fonts used in file When saving PhotoShop EPS files, please use the following settings under the EPS Options - Preview - Macintosh (JPEG) or TIFF (8 bit/pixel) and Encoding - Binary.

Macromedia Freehand (.fh9, fh10), If using newer version, (MX version) please export using FH9,FH10 file type. Also please include all images used, if not embedded & all fonts.

Adobe Acrobat (.pdf), When saving/exporting PDF's from your software package, please save using the following settings:- Compatibility - Acrobat 4 (PDF 1.3), this version will flatteren all transparant layer/drop shadows, embed all fonts/typefaces, CMYK Colour Settings, And keep the image resolution at 300dpi.

Other Formats

For best results, please save your work as a reproduction quality PDF where possible, or alternatively a EPS file. We can also accept other files and formats, but please call first to confirm.Please also provide colour/bw proofs of the artwork, where available. Remember that in the absence of a proof, we can only assume that your artwork is correct as received.

Submitting your Order

Please include all fonts, imported and placed images. Fonts will also be required for text in imported/placed/linked artwork/ graphics including EPS files, unless previously converted to outlines/paths. If you have prepared your artwork in Quark XPress, check in the "Picture Usage..." dialog box that allplaced pictures have a status of "OK" and not "Modified" or "Missing".

Please label any disks or CDs with your name and address so that they can be returned you. We may not be able to honour quoted times and deadlines where artwork is not submitted according to these guidelines.

Colour Proofs

Colour proofs are not normally supplied, but are available on request, and are subject to an additional charge. We shall incur no liability for errors not identified by the customer once a proof has been submitted and agreed upon. Subsequent customer alterations and proofs will be charged additionally.

Accepted Media

We can accept the following media: CD ROM, 100 MB Zip disk, or 1.4 MB floppy disk. Files up to approx. 5 MB can be sent via email to: info@cartori.com.