

ARTWORK SPECIFICATION



Supplying artwork

The easiest way to supply artwork up to 10mb is by email to 'repro1@outofhand.co.uk'. If you wish to send larger files please go to <https://outofhand.wetransfer.com>. This will direct you to our WeTransfer account where you can transfer up to 2gb of data. Once you have uploaded your artwork you will receive a confirmation of file transfer, if you could forward that email to 'repro1@outofhand.co.uk' it will ensure we are fully aware of your order. Even if you have your own dropbox folder or other file sharing system we would much rather you used our WeTransfer account instead, the reasons are that our correct email address is already setup and you will receive a) notification that the file/s have successfully been sent b) we have received the link and c) that we have downloaded your files.

We can of course receive artwork via CD, DVD or USB drive, please note that if you supply either of these to us in the post please ensure you supply a SAE so that we can return them to you. If we do not have a return address with the artwork we will be unable to return it.

File Types

PDF

The optimum format to supply artwork for print is as a PDF. This is an industry standard format and produces the best balance of image quality, file size and consistency.

A PDF can be created from most commonly used layout packages but there are a few settings specific for print as opposed to web and email usage. It will need to have a minimum image resolution of 300dpi, fonts should be embedded or converted to outlines and any transparencies flattened. All files need to be set up with 3mm bleed and crop marks. A PDF created to this spec can be dropped straight into our workflow and ensure your job can be printed in the most efficient and cost effective manner.

JPG / TIF/ EPS

We can accept files in any of these formats although they do require a little extra processing before we go to print. Any image file (JPG / TIF) will need to be at a minimum of 300dpi, please note that text can appear a little soft at this resolution although it will remain fully legible. The file will need to be set up in CMYK and include 3mm bleed. In the case of a vector EPS file please ensure that the file has all images embedded and all fonts converted to outlines, again 3mm bleed needs to be included.

Native files

We can accept files in most current industry standard design packages (Indesign, Photoshop, Illustrator). All fonts and images used will need to be supplied otherwise we will not be able to process the job. Please note that office based packages such as Microsoft Word, Powerpoint and Excel, Publisher, Paint etc are not really suitable for commercial printing. They may change in appearance and text may reflow when opened on different systems. However we can often use them as a basis for recreating or amending artwork. Please contact us for more information when you start creating your artwork as we can help you set it up for the best print result.

Bleed

This is the cause of more hold ups than any other issue with supplied files. Simply put, bleed is the extra bit of image around the page that allows for the job to be printed on an oversize sheet and then cut down without any white paper showing. This is because multiple jobs are printed on a sheet together and when they are trimmed to size using a commercial guillotine there is a slight amount of movement due to the physics of cutting hundreds of sheets in one pass. This slight movement (up to 1.5mm but usually a lot less) can cause any job without bleed to have a white edge on one or more sides. If a file is supplied without bleed and the artwork is suitable we will slightly enlarge the file to add the required bleed, we may also be able to add a suitable colour around the edge. However this can add time to the process and may result in the delivery schedule changing so if we cannot quickly add bleed you will be advised. It may be necessary to add a white border to your artwork, however we will contact you if this is the case.

Crop marks

By including the crop marks in the PDF we are able to check the page size accurately and ensure that we trim the job how you are expecting. By adding crop marks you can also check your artwork for bleed prior to supplying it.

Safe Zone

This is an area within the crop area, typically 3mm all round, that all important information is kept away from. This due to the same reason that bleed is required, when the job is trimmed it will ensure that no information is lost when the job is cut to size.

Fonts

When creating a PDF for print please ensure all fonts are embedded or converted to outlines. If fonts are not embedded they may appear Ok on screen but when printed can be substituted and change in appearance and layout.

Colours

Please supply all artwork in CMYK colour format. This is the format used for most commercial printing and represents the four process colours, Cyan, Magenta, Yellow and Black. If you supply files in other colour formats we will convert it to CMYK for print. This may result in some colours changing, in particular Blues and Greens when converted from RGB (Red, Green, Blue) to CMYK will appear noticeably darker once converted. This is because of the difference between transmitted and reflected light. there is plenty of information, some of it very detailed, to be found on this subject if you wish to know more. With regards to print the important fact is that ink on paper cannot reproduce the range of colour that a computer monitor can. Even the brightest white paper stock will not be as bright as a screen. Most publication software will allow colour models to be changed, we recommend that you change the colour mode to CMYK as often you will see the change between RGB and what can be printed in CMYK.

Our standard print runs are all printed using CMYK, if you require special or Spot colours, ie PANTONE colours please contact us at the time of order, this also applies for any special finishes like Lamination or Spot UV. Please be aware that if you supply a job with PANTONE or spot colours in we will convert them to CMYK unless otherwise notified. Some PANTONE colours may convert to CMYK with little difference, others, in particular some Oranges and Greens, can change significantly. If you have any doubts or questions please contact us at the time of order and we can advise how to get the best results.

Images

When placing images in the layout please bear in mind the intended print size and use. There are two main types of image, Vector and Bitmap.

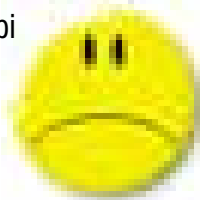
Vector files contain outline and fill information. You can scale them up with no loss of resolution. They look sharp at any size. Typically, logos, fonts and line art are developed in programs like Adobe Illustrator that output .eps files. Some common vector formats are .EPS, .AI, and .WMF

Raster (or bitmapped) images contain a pixel-by-pixel description of an image. They cannot be enlarged or have their resolution increased without loss of quality. Logos taken off the Web, for instance, are usually 72 pixels per inch in a GIF format. Before they can be used in print, their resolution must be increased to 300 dots per inch. Logos get fuzzy and soft when this happens; you literally see the white space between pixels in the original. Raster images do not scale up well for the same reason. Common Raster/Bitmap image file formats include .JPG, .TIF, .GIF, .PSD and .PNG.

Resolution

The ideal resolution for Raster / Bitmap images is 300dpi at print size. If a file supplied is significantly lower than this we will advise you that we are not proceeding to print, this is because the quality will not be of a standard you would be happy to accept. Please be aware of this when a job is being started, we are unable to change the resolution of the job once it has been created and supplied to us. We often receive files at a screen resolution of 72dpi, this is suitable for web use and may appear perfectly OK when viewed on a monitor. However it is unsuitable for print as images appear blocky and text can look rough and in many cases illegible.

72dpi



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Oh

300dpi



Oh
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Size Guide

A6 finished size = 148mm x 105mm, with bleed = 154mm x 111mm

A5 finished size = 210mm x 148mm, with bleed = 216mm x 154mm

DL finished size = 210mm x 99mm, with bleed = 216mm x 105mm

Credit Card finished size = 85mm x 55mm, with bleed = 91mm x 61mm

Larger Format Size Guide (Note if printing at A2 then 200DPI is acceptable)

A4 finished size = 297mm x 210mm, with bleed = 303mm x 216mm

A3 finished size = 420mm x 297mm, with bleed = 426mm x 303mm

A2 finished size = 594mm x 420mm, with bleed = 600mm x 426mm

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