



## **Guide to supplying artwork**

### **File Formats Accepted**

Press ready PDF - with fonts embedded  
Quark Express – supply fonts and images  
Illustrator – fonts converted to outlines  
Photoshop – layers flattened, at least 300 dpi, JPEG or Tiff  
Indesign - supply fonts and images  
Word - supply fonts and images

If you wish to submit artwork created using a program not listed above we should be able to accommodate you but please call to discuss first - 01159701421

### **Supplying Native Files**

When supplying native files e.g. Quark Express, please ensure all elements, document, images and fonts are in one folder and please compress using Stuffit or similar to .sit or zip files before sending.

### **Supplying PDF Artwork**

We prefer all artwork to be supplied as high-resolution PDF format.

When creating a PDF in Acrobat Distiller, there are job options which must be set for commercial printing. These include default resolution, compression settings and font embedding.

Please ensure you choose high resolution. Compression settings for colour and greyscale should be downsampled to 300dpi with "auto compression" set on high. Bitmapped (monochrome: i.e. line art) images should be set at 600dpi. Font embedding should be set to "embed all fonts."

Make sure there is 3mm bleed all round the PDF, i.e. Crop marks may be included. If it is not saved in this format, we will not be able to use it as artwork and if there are any changes to the job, you may have to amend and re-supply the artwork.

### **CMYK not RGB Please!**

Please ensure that all embedded images are CMYK files please. RGB images may look good on your screen but final output to print is always in CMYK. One should be aware that files converted from RGB to CMYK may alter the colour composition significantly.

### **Supplying EPS Files**

Any other file formats not listed above must be saved as an eps or jpeg. If there are any changes to the job, you may have to amend and re-submit the artwork as we will be unable to change it. Ensure file has bleed and crop marks and please confirm the final size of the artwork and supply a hard copy for reference.

### **Bleed and Crop Marks**

All artwork must have 3mm bleed if you require the image to bleed off the edge of the paper.

Crop marks should be included in all artwork.

Please ensure that artwork is supplied at the correct finished size required. If this is not possible, please inform us to allow time for amending the artwork.

### **Artwork Amendments**

Our prices include "pre-flight checking" your artwork and submitting a PDF proof for your approval. We will correct any easy to rectify issues that we spot as part of this process.

If we need to amend your artwork or you need to re-submit corrected files to us this may be charged, which includes an additional PDF proof. More extensive amending or correcting will be charged accordingly.

### **Imposition**

Please do not supply imposed pages or "printers pairs" because our workflow includes imposition software to impose correctly for our printing processes. Supply as single pages only.

### **Booklets**

If you are supplying a document with multiple pages, please try and make the front and back cover of the document a separate file, and supply as single pages in page order. Also, please remember to allow for "creep" we suggest you keep all text and copy at least 5mm away from the trimmed edge.

### **Fonts**

Include all fonts you have used in the file. Whilst we have an extensive font collection, there is no guarantee the version you have used matches ours. This can create problems with line lengths and spacing of the type.

### **Lineart and Images**

Scanned colour and greyscale images should be 300dpi at the final size in the document submitted for output.

Images should be submitted as TIFF's, JPEG's or EPS.

Lineart (bitmapped) should be 600-1200dpi at the final size in the document submitted for output.

### **Sending Artwork**

Please get in touch with our customer services department and we'll create you a ftp site for you to log on. <http://ftp.hawthornes.co.uk> max file size 1GB

### **Sending Artwork on Disk**

CD Rom, DVD, and USB memory sticks can be sent to:

Hawthornes Printers, Palm Street Newbasford, Nottingham NG7 7HT

Please include a hard copy of your artwork for reference with any useful instructions. Please include a contact name, email address and telephone number in case of a query. Don't forget to keep a copy of your file, in case we need you to undertake changes or corrections.

### **High Resolution Digital Proofs**

Our prices include a PDF proof. If you require a high resolution digital proof these can be supplied for an extra charge.