

Print Guide

How to Supply Artwork for Print



FIRPRESS
Design & Print

We want your artwork to make the right impression so we've produced this pocket Print Guide for you to use when supplying artwork for us to print.

By following this guide you are ensured quality print that accurately reflects your design.

Any artwork that does not meet the specifications outlined in this guide may not be printed correctly and Firpress cannot be held responsible for any errors in print quality that occur as a result of incorrectly supplied artwork.



The Basics



Colour

All artwork must be supplied in **CMYK format** (this refers to the four inks used in colour printing: Cyan, Magenta, Yellow and Black).

We cannot accept artwork using RGB, Pantones or Spot colours. We recommend converting your images using recognised image editing software such as Adobe Photoshop or Illustrator - if this is not accessible to you there are free online tools you can use to convert your images to CMYK. *(for more information on this see page 7)* **Files not supplied in CMYK format will require formatting and therefore incur artwork charges.**



File Type

All artwork must be supplied as a PDF file. We cannot accept artwork supplied as a JPG, PNG, DOCX or any other file type.

Remember that programs in the Microsoft Office Suite are not optimised for print. **We cannot accept Word documents or Excel Spreadsheets as print ready files. These will need to be formatted and therefore incur artwork charges.**



Sizing

All artwork must be supplied at the correct size.

Artwork supplied at the wrong size may not resize without affecting the quality of your design and may appear stretched, cropped or pixelated. We also ask that you label/name your artwork to include the print size (e.g. A4).

The Basics (cont.)



Resolution

All artwork must be supplied at a high resolution - this means any images, photographs or logos must be a minimum of 300dpi (dots per inch) when viewed at the size they are to be printed.

There is no way to enhance a poor quality image. If your images are supplied at a low resolution they may look fine on screen but they will print poorly and appear pixelated (*for more information on this see page 7*).



Bleed

All artwork must be supplied with at least 2mm bleed.

You must extend any colour or graphics beyond the edge of your document by at least 2mm. This is to prevent the appearance of an unwanted white border on your finished document (*for more information on this see page 6*).



Fonts

Any fonts/text must be outlined - failing this you must supply us with any font files used in your document.

Outlining text simply means converting it into a graphic element rather than an editable text layer. (*for more information on this see page 9*).



Full Colour Black

Solid black colours can be enhanced by adding 50% Cyan, Magenta and Yellow to the colour mix.

This means the CMYK value of black is 50/50/50/100 as opposed to 0/0/0/100. Using 'full colour black' ensures that any black areas will print solid and not look washed out or patchy.

The Basics (cont.)



File Names

All files provided must be named appropriately.

An example of an appropriate file name would be '*John Smith A4 Letterhead*'. An inappropriate file name would be something like '*A-534788 image*'.



Multi Page Documents

All pages in a multi-page document must be supplied as a single file.

Please do not supply individual pages as separate documents. These will need to be formatted and therefore incur artwork charges.



Overprint

Please ensure that images or text used in your artwork are not set to 'overprint'.

Items set to overprint may result in images/text appearing on-screen, but not in print.

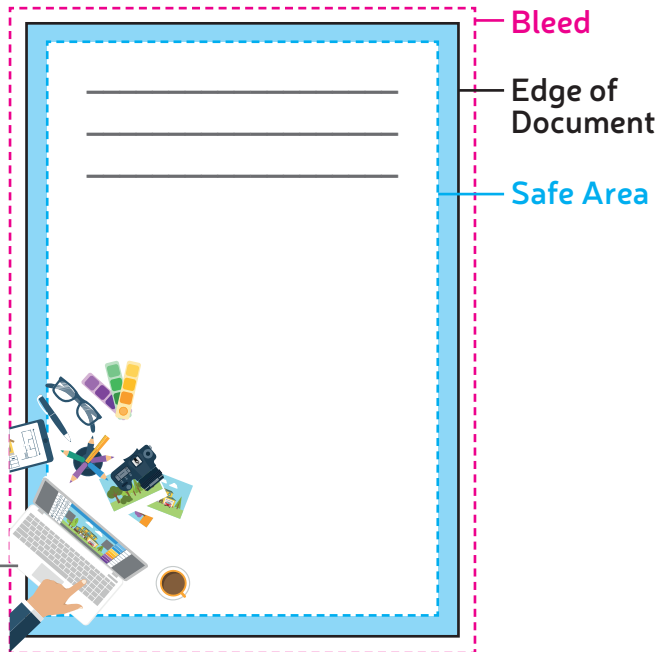
Bleed & Safe Area

'Bleed' refers to printing that goes beyond the edge of where your document is trimmed. Your design may incorporate images or colours that run or 'bleed' off the page. Including bleed is essential for finishing and guillotining purposes and will eliminate any unprinted/white gaps around your document when it is trimmed down to size.

We require at least a 2mm bleed on all PDF supplied documents. It is also recommended you include additional bleed (4mm+) on large format documents.

We further advise that any important text, logos or images that are not intended to bleed off the page be kept at least 10mm away from each edge inside what we call the 'Safe Area'.

Parts of this graphic extending into the 'Bleed' area will be trimmed away and will not be visible on the printed document.



Colour & Resolution

We require all artwork be provided in CMYK colour. This is because our printing process uses four different ink colours: Cyan, Magenta, Yellow and Black. RGB colour refers to the Red, Blue and Green light that is used to display images on televisions and computers. RGB is not the correct format for print and any images supplied in RGB format are not guaranteed to print accurately.

Similarly we cannot accept documents or images using Pantones or Spot colours as our printers are unable to reproduce them. You will need to convert these colours to CMYK.



This is how an RGB image may look on screen

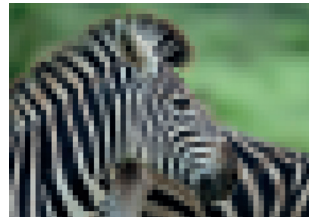


This is how the same image may look converted to CMYK

For the best print quality all images (inc. logos) should be a minimum of 300dpi (dots per inch) when viewed at the size they are to be printed. There is nothing we can do to improve an image supplied to us at a low resolution - these images will be blurry and/or pixelated when printed.



This is how a high resolution image will reproduce



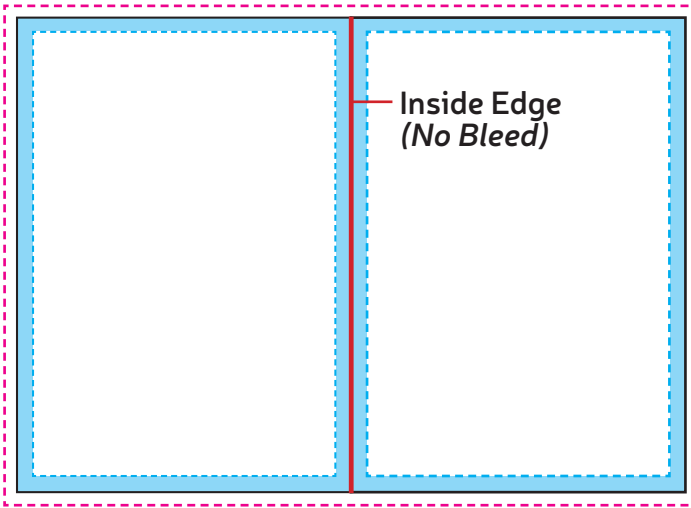
This is how a low resolution image will reproduce

Books & Booklets

Books and booklets require your artwork be supplied slightly differently. Where two pages on a 'spread' meet (*as shown below*), we do not need bleed. This is because your page will not be trimmed here, it will be folded.

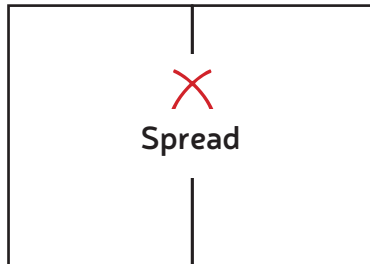
If you are supplying us with a book or booklet, please provide your pages with 2mm bleed on every edge excluding the inside edge.

We also advise you provide pages as 'singles' rather than 'spreads'. This means each page in your PDF document should be one single page of your book/booklet.



Pages of a book/booklet are created by printing 4 pages (2 in the front and 2 in the back) on one sheet of paper which is then folded in half. This means they must be supplied with pages in multiples of 4.

If pages are not supplied in multiples of 4 your document may be printed with blank pages.



Text & Fonts

We require all text converted to 'outlines' - this can be done using most professional design softwares. Outlining text simply means converting it into a graphic element rather than an editable text layer. If you are unable to do this please supply us with any font files used in your document (these are usually OpenType or TrueType file types).

The reason we require text outlined is because text using font styles that are not available to us may appear different on our screens and potentially in your final printed document.

Supplying all text outlined or supplying us with font files ensures your text appears exactly as it should.

Original text in 'Taylorsweet' font style:

Text text text

Text appearing on designer's screen where
'Taylorsweet' font style is missing:

Text text text

Artwork Checklist

Use this checklist to ensure you are supplying us with artwork that meets our requirements:

- Document is in CMYK format
- Document is a PDF or InDesign file
- Document is the correct size
- Document is in high resolution
- Document contains bleed
- Fonts have been outlined or supplied
- Document is named appropriately
- (if applicable)* Multi-page document is supplied as single document containing all pages
- (if applicable)* Multi-page document is supplied with pages in multiple of 4 (e.g. 12 pages, 24 pages, 60 pages)

Not managed to complete all necessary items on the checklist?

Don't worry!

Our design team will be happy to provide you with a quote outlining the costs necessary to resolve these issues.



FIRPRESS

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paul@firpress.co.uk | 01900 68141

www.firpressprinters.co.uk

