# IMPORTANT:

Convert all text to outlines, paths or curves to ensure exact duplication of a type style. Please embed all links and ensure that artwork is supplied at the correct finished size required.

Alterations to artwork may delay production time and/or result in addional art charges.

## WORD DOCUMENTS, POWER POINTS, EXCEL, PUBLISHER, PAGEMAKER & LOW RESOLUTION SCANNED IMAGES
# ARE NOT ACCEPTABLE FILES!

## FILE FORMATS ACCEPTED:

Press ready PDF - **with fonts converted to outlines**, for best results high resolution 150dpi.

Quark Express – Collect for Output and zip fonts, images and Quark file in one file. Or output 'Press Ready' PDF from Quark.

Illustrator – **fonts converted to outlines** and supplied as AI or EPS files. Or output 'Press Ready' PDF from Illustrator.

Photoshop – layers flattened, at least 150 dpi, JPEG, PDF or Tiff. PSD files can be supplied but save your unflattened PSD file as a PDF to maintain non-rasterised fonts.

Corel Draw – fonts converted to Curves then export as Illustrator AI file.

InDesign - **fonts converted to outlines.** Save as a 'Package' and zip the fonts, images and inDesign file in one file. Or output 'Press Ready' PDF from inDesign.

Raster or Pixel Based Programmes - ie Photoshop/Paint/Gimp. Export as Tiff, JPeg or PNG. Ensure the original artwork is 'press ready' at high resolution and includes 3mm bleed.

Please ensure you choose high resolution. Images should be high resolution. Font embedding should be set to "embed all fonts."

## CMYK not RGB Please!

Please ensure that all embedded images are CMYK (Cyan, Magenta, Yellow, Black) files. RGB images may look good on your screen but final output to print is always in CMYK. Be aware that files converted from RGB to CMYK may alter the color composition significantly!

## Vector vs. Raster

Vector Files are composed of lines and can be scaled to any size while appearing crisp. We can edit vector files. Raster Files are composed of pixels that when scaled up, will look jagged or pixilated. We cannot edit raster files.

Vector Artwork          Outlined Text          Raster Artwork

October 2018