

Supplying finished artwork to Centreprint

You may prefer to supply finished artwork to us yourself if you have the necessary skills, experience and the right software. However, please remember that producing usable artwork for printing is highly-skilled and there are many pitfalls for the inexperienced designer. Just because it looks good on your screen or from your desktop printer does not mean that it can be used for professional printing.

Artwork supply guidelines.

Ideally, we would like to receive a professionally produced, Mono, Spot Colour or CMYK (as appropriate) press-ready PDF, created with Acrobat Distiller. Please see note below about bleed. However, we can also accept finished artwork in the following formats: Please remember that whichever program is used, ALL colours and images MUST be created as CMYK NOT RGB.

Quark Xpress™ versions 3, 4, 5, 6 or 6.5.

Please supply all fonts, images and graphics in one folder and compress the folder using Winzip or Stuffit. If using version 7, please back-save to version 6.5. We can use Apple Mac or PC versions.

Adobe Indesign™

We do not output directly from Adobe Indesign files, only from properly created EPS or PDF files. Please supply either spot colour or CMYK (as appropriate) EPS files exported from Adobe Indesign or Spot Colour or CMYK (as appropriate) PDFs made to our exact specification. No responsibility can be accepted for any problems caused by supplying PDFs made directly within Indesign, which are often not robust enough for Postscript output.

This is the way to create a PDF from Adobe InDesign that will print without any problems..

Make sure all your images are linked and no fonts are missing. Make sure that all images are CMYK. Make sure that all colours chosen are CMYK. Make sure that everything is flattened.

Got to FILE and EXPORT

Name the file and then select EPS under FORMAT (at bottom) and then SAVE

It'll come up with a screen with GENERAL and ADVANCED options

Under GENERAL choose: Postscript: LEVEL 3; Colour: CMYK; Preview: TIFF; Embed Fonts: COMPLETE; Data Format: BINARY; Enter your bleed levels (we need a 2mm bleed)

Under ADVANCED choose: Send Data: ALL; Uncheck all boxes under OPI; Transparency Flattener: HIGH RESOLUTION

Click EXPORT

This will save the file as an EPS wherever you chose to save it

Open Acrobat Distiller™ and drag and drop the EPS file onto it. Will convert it to a PDF and automatically save it to the same place as the original EPS file. If you do not have Acrobat Distiller™, then send the EPS files to us.

Adobe Illustrator™

We can accept EPS, PDF or AI files, produced in Adobe Illustrator, saved as version CS2 or before. (Please make all fonts into outlines and ensure that everything within the file is produced as either spot colours OR CMYK NOT RGB) as appropriate.

Adobe Photoshop™

This is a bitmap program, rather than a vector program, so is not ideal for creating finished artwork that has small sized type on it. Save as TIFF or EPS files (Must be created as CMYK, with a minimum resolution of 300dpi for photographs and images, 800dpi for type. All type should be rasterized. Files can be saved as JPEGs if you prefer - save as maximum quality. Please remember that type produced in Adobe Photoshop will not be crisp as type created in a page layout program such as Quark Xpress. Never create the artwork as RGB then convert to CMYK or banding can result and black type will be in all four colours and appear fuzzy.

Corel Draw™

These files must be created as CMYK and exported as AI files, with all fonts saved as outlines.

Please remember - NEVER work in RGB in any program - all colours used must be chosen as CMYK colours and all logos and photographs must be converted to CMYK before being used in your page layout program. No responsibility can be accepted for dramatic colour variations and changes if we have to convert from RGB to CMYK.

Microsoft Word™

This is a word processing program and it is not intended to be used for creating finished artwork for printing. It works in RGB only and does not embed fonts. Word is useful for creating a "rough" to send to our studio, who will then create professional finished artwork to your design or layout. We can however sometimes convert Word™ files into a press-ready format at extra cost. Please send us your file for a quotation.

Microsoft Publisher™

We do not output directly from Microsoft Publisher as it is not an industry standard program. We can however often convert Publisher files to a usable format at extra cost. Please supply all files, images and fonts used as well as the Publisher files for a quotation.

Bleed

Please add 2mm to the finished sizes of each item, to allow for bleed. i.e. business cards that have a finished size of



85mm x 55mm should be supplied as 89mm x 59mm. We trim off the 2mm "bleed" after printing, so please remember that no type or anything of importance must be near the bleed edge. For production and artistic reasons, we recommend that all wording is kept at least 5mm away from the edge of the finished work (i.e. 7mm away from the bleed edge).

Advice

Not all problems show up on a proof. We strongly recommend that you ask for advice and follow our guidelines exactly before producing artwork as mistakes can be expensive and can result in delays and extra charges due to re-plating. Please telephone us on 01902 402693 and ask for our studio. We can offer initial advice without charge, but reserve the right to charge for "hand-holding" and reproofing due to work being supplied by inexperienced designers (professional or otherwise).

Black solids

Please create solid blacks as 40% cyan and 100% black. Do not do this for small type or fuzzyness will result. We cannot accept any responsibility for problems caused by any other tint levels.

Graphics resolutions and sizes

Please ensure that any clip art, photograph, logo or other image brought into your layout program is CMYK NOT RGB, and is sized to within 10% of the finished size BEFORE being inserted (a common mistake) and was created at a resolution of at least 300dpi.

CMYK

Irrespective of the program used, all images and colours selected used MUST be CMYK. All photographs should also be resized to the correct finished size BEFORE inserting into the page layout and MUST at at least 300dpi and MUST be converted to CMYK before use. If you cannot supply CMYK images, our studio can convert your images and create the finished artwork for you - please ask for a price. Please remember that most RGB colours will change quite dramatically if converted to CMYK.

Quoted prices

Time is money and our staff have to be paid like everyone else. Our prices are keen and our quotations assume that any artwork supplied by or on behalf of our customer is produced to professional standards and that it follows the industry standards of images being 300dpi minimum, having all fonts embedded and being entirely produced in CMYK. Please ensure that whoever creates the finished artwork reads these guidelines before supplying any artwork to us.

While we try to be as helpful as we can, we have to reserve the right to charge the studio time after the first proof, for correcting, altering, amending, fault-finding, hand-holding and re-proofing work supplied and/or re-supplied by inexperienced designers. Any despatch or delivery times and dates discussed are totally dependent upon the artwork being usable when initially supplied and will naturally be subject to change if problems are found within the files supplied.

Sending your artwork to us

Send us your finished artwork as an email attachment to sales@centreprint.co.uk

Advice

We are always happy to offer initial advice on the best way to prepare your artwork, Just by ringing our studio on 01902 402693 before you create the artwork can save you time and money afterwards.

Centreprint Print & Mail

Units 1 & 2, Lanesfield Drive, Wolverhampton. WV4 6A