

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 will be suitable for professional litho printing.

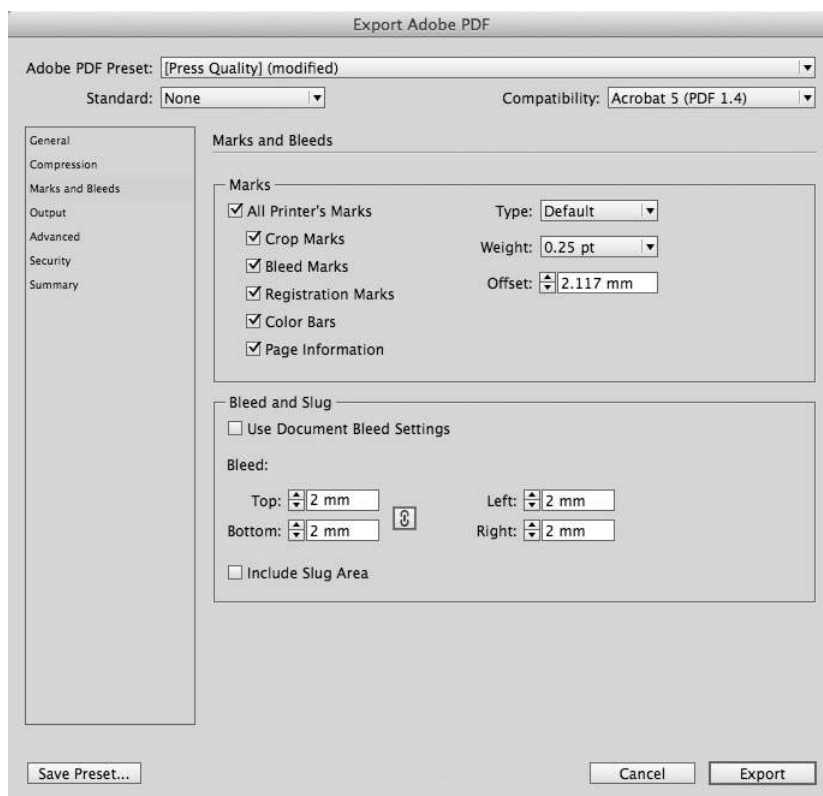
Artwork supply guidelines.

Ideally, we would like to receive a professionally produced, Mono, Spot Colour or CMYK (as appropriate) press-ready PDF. Please see note below about bleed. Please remember that whichever program is used, ALL colours and images should be created as CMYK NOT RGB.

Adobe Indesign™

We do not output directly from Adobe Indesign files, only from properly created PDF files. Please supply either spot colour or **CMYK** (as appropriate) PDFs, **never RGB**.

1. Go to the File menu then down to Export.
2. Choose your Adobe PDF Preset: Press Quality, this will make most of the settings for you.
3. In the list on the left hand column click on Marks and Bleeds, make sure that the Printers Marks are clicked on and that you have a 2mm bleed.



Adobe Illustrator™

We accept PDF files, produced in Adobe Illustrator, back saved as version CS2. (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, or as 500dpi if you have used small 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. Black type should be created as 100% K and NOT as a four colour black.

WARNING 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 should be created as CMYK and exported as AI files, with all fonts saved as outlines. Even better, send us a press ready PDF.

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 CMYK artwork to your design or layout.

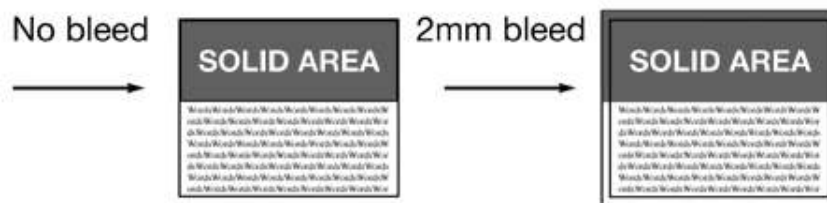
We can however often convert Word™ files into a press ready format at extra cost. Please send us your file for a quotation and allow extra time for the work to be done.

Microsoft Publisher™

We cannot output directly from nor edit Microsoft Publisher files. Please make sure that you create the file as CMYK and save as a press-ready PDF.

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).



Designing for print

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 your artwork from RGB to CMYK.

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 are happy to 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 large areas of 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 into your layout (a common mistake) and was created at a resolution of at least 300dpi.

CMYK (Cyan, Magenta, Yellow and Black)

Irrespective of the program used, all images and colours selected should be CMYK. All images should be

resized to near the correct finished size BEFORE inserting into the page layout to keep file sizes down and should be at least 300dpi. Images should 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 some RGB colours may sometimes change quite dramatically when 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

Please upload artwork at www.centreprint.co.uk/upload

Advice

We are always very happy to offer initial advice on the best way to prepare your artwork. Please ring our studio on 01902 402693 before you create the artwork. This can save you time and money in the end.

Centreprint Print & Mail

Units 1 & 2, Lanesfield Drive, Wolverhampton. WV4 6UA 01902 402693