

## Setting Up your Artwork

We can accept 'print ready artwork' in two different formats:

[Photoshop](#), [Illustrator CS2 \(12\)](#),

However if your design application can *save as pdf*. Please supply artwork as such. All Fonts outlined. Please see notes below ***"What is a pdf"***

### **Important Note:**

1. **DO NOT set white objects to Overprint within your artwork or PrintServe will not be held responsible for this printed error!**

2. **Be aware that if you require specific pantone colours, colour matching can incur an extra cost.**

### ***I don't have any of this software what should I do?***

Our design studio offers a full creation service. Just provide us with a written brief or sketch containing what you would like to say, your web address, a copy of your company logo/s and any photographs you would like us to incorporate into your design. We will then provide an Artwork quotation based on the project

### **Adobe Illustrator**

We accept Illustrator CS2 files as either **.ai** or **.eps**.

Please supply all fonts or convert text to paths.

If you are confident that your image resolution is correct then embed all pictures, if in doubt supply all images as linked files with the original supplied on CD.

### **Adobe Photoshop**

We accept Photoshop **.tif** or high quality **.jpeg** files.

Please flatten all font layers.

### **PDF Files**

Please see below on creating **.pdf** files ***"What is a PDF"***

Please embed all text.

All images must be at the correct resolution

### **Microsoft Word.**

We do not accept print quality artwork from Word as it gives very poor print results, embedded pictures and logos usually give exceptionally poor print quality.

We will accept rough layouts and text in Word for the studio to artwork in an appropriate graphics application. Please ask for a quotation.

### **Microsoft PowerPoint**

See notes on Microsoft Word

### **Microsoft Publisher**

We do not accept any work in this format.

However, we will accept rough layouts in Publisher, for the studio to prepare a quotation for artwork to be created in an appropriate graphics application. Please ask for a quotation.

### **What is a pdf?**

A PDF is a file saved as a Portable Document Format. It is a document distribution format that

uses Adobe Acrobat Reader (a free downloadable application) to view and print your data. As the PDF contains all the image and font information within the file it doesn't require any additional support files to successfully print.

### **How do I make a PDF?**

The method will change depending on your Application and its version, the operating system and its version, also the platform will make a difference.

The most common methods of making PDF files are 'print to... pdf', 'save as... pdf' and 'export to... pdf'.

Please refer to your Application User Guides for specifics information on how to do this.

When creating a PDF remember to include both the bleed and registration/crop marks.

### **What Settings should I use...**

When you create a PDF certain parameters are permanently attached to the file, these settings can cause poor print reproduction of your artwork if set incorrectly.

To avoid this please use the following settings.

#### **... when working at QUARTER size (25%)?**

Images/Pictures should use the following settings:

Colour sampling should be set at Bicubic Downsampling to 400 pixels per inch for images above 600 pixels per inch with NO COMPRESSION.

Greyscale sampling should be set at Bicubic Downsampling to 400 pixels per inch for images above 600 pixels per inch with NO COMPRESSION.

Monochrome sampling should be set at CCITTGroup4 to 400 pixels per inch for images above 600 pixels per inch with NO COMPRESSION.

Fonts should be set to 'Embed All Fonts'.

Colour Management Policies should be set to 'leave colour unchanged'.

#### **... when working at HALF size (50%)?**

Images/Pictures should use the following settings:

Colour sampling should be set at Bicubic Downsampling to 200 pixels per inch for images above 300 pixels per inch with NO COMPRESSION.

Greyscale sampling should be set at Bicubic Downsampling to 200 pixels per inch for images above 300 pixels per inch with NO COMPRESSION.

Monochrome sampling should be set at CCITTGroup4 to 200 pixels per inch for images above 300 pixels per inch with NO COMPRESSION.

Fonts should be set to 'Embed All Fonts'.

Colour Management Policies should be set to 'leave colour unchanged'.

#### **... when working at FULL size (100%)?**

Images/Pictures should use the following settings:

Colour sampling should be set at Bicubic Downsampling to 100 pixels per inch for images above 150 pixels per inch with NO COMPRESSION.

Greyscale sampling should be set at Bicubic Downsampling to 100 pixels per inch for images above 150 pixels per inch with NO COMPRESSION.

Monochrome sampling should be set at CCITTGroup4 to 100 pixels per inch for images above 150 pixels per inch with NO COMPRESSION.

Fonts should be set to 'Embed All Fonts'.

Colour Management Policies should be set to 'leave colour unchanged'.

### **How can I make my PDF files smaller?**

The settings above give us an optimum image resolution for print. To save smaller files set the following:

At QUARTER size Bicubic Downsampling to 400ppi for images above 400ppi.

At HALF size Bicubic Downsampling to 200ppi for images above 200ppi.

At FULL size Bicubic Downsampling to 100ppi for images above 100ppi.

If you need to save even more file space then turn the compression on, see below.

#### Why shouldn't I turn image compression on?

The settings given are for optimum print quality. As jpeg is a destructive compression format it will adversely affect the print quality so is not recommended.

However if you are sending the artwork to us via e-mail or a ftp server you may wish to turn compression on to reduce the file size of the PDF. As long as the image size is set to its Maximum/Highest value a jpeg compressed file should reproduce well. Always bear in mind that the more you compress the file to save disc space the more you compromise on image quality.

#### How will jpeg affect the image quality of the PDF?

You may notice a lower quality in jpeged images.

Smooth colour changes, in skiescapes or between the highlight and shadows on flesh tones in portraiture, can be badly effected by low jpeg quality. You will notice that the colour steps through the graduation rather than changing smoothly from one colour to another.

Where there is a rapid change between light and dark areas of an image, around text or logos, you may see ghosting on the edge of the image.

Unfortunately when saving a jpeg you are making permanent changes to the file. This cannot be undone.

#### Can you edit my PDF files for me?

PDF files can be edited, however the way PDF files deal with graphics and text make it a much more complex procedure to edit than if the file was supplied in its 'native' application. Studio time and cost will reflect the additional effort required to edit your PDF files.

## Sending your Artwork

#### Important Note:

1) You should always send us a printed **colour proof** of your artwork along with any **specific colour matches** you require.

2) Please always attach a **PrintServe REFERENCE No.** with your artwork. Also please provide the **full contact details** which can be referred to if any problems are found within the artwork.

## Proofing

There are 2 types of proof:

1) **Matchprint proof** - This proof will be a high quality run off and is used by either your designer or us to match the final print to. This also allows us to check positioning.

2) **Laser** - This proof is usually a poor quality laser or inkjet run off which we can only use for positional accuracy. PrintServe cannot use this proof to check colours against.

**If a positional proof is sent, colour matching cannot be achieved.** If colour matching is required a matchprint proof or other hard copy printed material (i.e. letterhead, brochure) must be supplied.

**If PrintServe do not receive any printed proof with your disk, we cannot be held responsible for any further costs incurred due to any inconsistencies in your artwork.**

## Sending

You can send your artwork in a variety of ways:

#### **POST**

The most preferred way is to send a CD or DVD disk in the post (recorded delivery or special delivery) along with a colour proof.

#### **FTP**

Alternatively you can send you files to us using File Transfer protocol or, FTP as it is more commonly known.

For your own FTP posted files we will need a link to the site with all necessary user names and passwords.

For our free FTP service please contact us for a USER Name: and PASSWRD. Upon receipt of your files from a FTP server the PrintServe Studio will generate a low-resolution .pdf file for your approval prior to print.

#### **E MAIL**

You can send some logos and files up to 10mb in size. If the files can be zipped or stuffed that would be save file size.

Send to: [mail@printserve-direct.co.uk](mailto:mail@printserve-direct.co.uk)

### **Colour Matching Service**

PrintServe can offer a colour matching service for a fee. You will need to provide a hard copy colour references such as a brochure or letterhead.

**Important note:** only spot colours can be closely matched as far as the printing process will allow.

Full colour process colours cannot be matched