

Artwork Specification Sheet for Digital Printing

This Sheet shows how we require final artwork to be supplied to us

Accepted File Formats (Mac)

Adobe Indesign



CS4
up to
CC 2015

Package the document with all the links and fonts present. Ensure bleed is added (3mm) and/or provide a high resolution PDF (see Acrobat Section) with the document.

Adobe Illustrator



CS4
up to
CC 2015

Please supply any fonts required or create outlines. Provide any linked images & save as either .eps or .ai and/or provide a high resolution PDF (see Acrobat Section) with the document.

Adobe Acrobat PDF



Up to
DC

Please supply High Resolution PDF with trim marks, bleed (3mm) and embedded fonts. Our required PDF compliance is: **PDF/x-1a:2001 compatibility Acrobat 4 (PDF 1.3)**

Adobe Photoshop



CS4
up to
CC 2015

Create as .PSD (editable layers). Supply all Fonts or rasterize type. Ensure enough dpi in the job to print out at the size required and/or provide a high resolution PDF (see Acrobat Section) with the document.

Quark Express



6.5
up to
8.5

Please Collect for Output to include all links, and fonts. Ensure bleed is added (3mm) and/or provide a high resolution PDF (see Acrobat Section) with the document.

Macromedia Freehand



MX

We do not support Freehand if you have Freehand artwork please write a PDF with fonts converted to paths in high resolution (see Acrobat Section).

WE PREFER ALL FILES SUPPLIED TO US TO BE PRINT READY FINAL PDF'S, COMPLIANT TO: PDF/X-1a:2001 WITH COMPATABILITY TO ACROBAT 4 (PDF 1.3).

General Points of note for Artwork

If Supplying Microsoft programs there may be some manipulation needed to the file as they are not graphics programs. Therefore if any adjustments or alterations are needed you may be charged accordingly. **Please avoid RGB files and Jpegs as links.**

Fonts

All fonts should be supplied (for Mac) or embedded in the file

Links

All links should be present in the collected file.

PDF

A High res PDF should accompany any artwork.

Resolution

All links should have enough resolution to reproduce in high quality. 300 dpi for grayscale and CMYK images. 1200 dpi for bitmap line art. Please DO NOT supply us with RGB or Jpeg files.

Bleed

3mm bleed should be added where necessary.

Hard Copy

Supplying a hard copy will help us to understand your needs.

Colour Bars

No need to add colour bars, we will use our own.

Proof Reading

All artwork should be print ready and proof read before we receive it. edwardthompson accept no responsibility for artwork which has been received but is subsequently found to be erroneous; Specifically edwardthompson will not incur the costs for any work printed that is subsequently found to include erroneous artwork that has been received. In such circumstances the customer will be liable to pay for any work reprinted, if reprints are requested, in addition to the original print work.

When Sending Files by...

Email: Only send files up to 10mb

Disc: Large files on Dvd.

FTP: Large Files (Call to arrange log-in details)

WETRANSFER etc: Large Files

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Combinations, Latex & Dies (for Scratch Cards)

Please put dies and latex guides on a separate layer or separate page in graphics program, if supplying final print ready PDFs keep it on a separate page. Reverse of the Scratch Card should be White out of dark colour, which will add more security. To eliminate show through on the business area any symbols, text etc. under the latex (Scratch off panel) **must** be an even Percentage value mix of colours to the background this eliminates the emboss effect on the latex caused by toner build up. It is also important to create colours with low contrast between any symbols, numbers etc. and the background colour.

See examples below:

		Background = 25%Y Text = 25% Black	Keeping both colours at the same percentage keeps the toner at the same level on the paper stopping the emboss effect on top of latex. Tinting back like this also helps to stop 'Show through' when held up to the light.
		Background = 90%C + 30%K Text = 20%C + 40%M + 60%Y	It's ok to use darker colours as long as the contrast is low and the colour percentages add up to the same. As example (Left), background adds up to a total of 120% text percentages add up to 120%
		Background = white Text = 25% Black	This example shows the most common used combination. Keeping colour at no more than 25% keeps the toner at minimum level on the paper stopping the emboss effect on top of latex. This also helps to stop any show through.
		Background = 25% Yellow Text = 100% Black	This example shows 'what not to do'. The background percentage (25%) doesn't match the text percentage (100%). Also the contrast is too high and therefore compromises the security of the scratch card.

'VOID IF REMOVED' Panel

It is our recommendation that all Scratch Cards contain a 'VOID IF REMOVED' Panel to guard against duplication. If the client wishes not to have this, edwardthompson requires written confirmation of this request via email.