

# GUIDE TO SUPPLYING PRINT READY ARTWORK

## FILE FORMATS ACCEPTED

### Adobe PDF

Images are at a minimum of 300dpi and all fonts are embedded.

### Adobe Indesign

Document is packaged with font files and high resolution images.

### Adobe Illustrator

Fonts must be outlined and images embedded.

### Adobe Photoshop

Document is packaged with font files.  
Flattened TIF and JPG files are preferred.

### Quark Xpress

Document is packaged with font files and high resolution images.

### CorelDRAW

Document is packaged with font files and high resolution images.

### Other File Formats

If your artwork is not listed above, please contact us to discuss.

## SENDING US YOUR FILES

**Please ensure emailed files (no more than 10MB) are compressed into a zip file to avoid file corruption.**

**If your files are bigger, please supply on a USB, CD or DVD.**

**Alternatively, use a third party file transfer facility such as Dropbox, Hightail or WeTransfer.**

**FTP is available for direct transfer of artwork to our server. Please contact your account manager to organise.**

## PREPARING ARTWORK AS PDF

### Compression

Use Bicubic Downsampling at 350dpi.

### Crop Marks and Bleed

Allow for 0.25pt crop marks to sit at an offset of 6mm from the artwork. Bleed should be 5mm on all edges. Ensure artwork is supplied at the correct finished size.

### File Security

Do NOT place any security passwords or restrictions on your files.

### Microsoft Files

If the PDF is created from a Microsoft program, ensure that all black text is 100 Black and not an RGB Black.

## AMMENDMENTS & RESUBMISSION

We include 'pre-flight' checking of your artwork and supply a PDF proof for your approval. We will correct any easy to rectify print issues that we spot as part of this process.

If your files require extensive amendments, you may need to resubmit them. There will be an extra charge for each new submission which will include an additional PDF proof. More extensive amendments are charged per hour.

## IMPOSITION

Please do not supply imposed pages or 'printers pairs' because our workflow includes imposition software to impose correctly for our printing process.

## MULTIPAGE DOCUMENTS

For multipage documents, please supply all pages as single pages in page order within one file.

## ARTWORK SAFE AREA & CREEP

For documents heavy on page numbers, please allow for 'creep' in your design. It is best to allow sufficient space from the edge of the page to ensure no important information gets trimmed away.

We suggest all text and images be at least 5-8mm away from the edges of the page. Contact your Account Manager for the specifications regarding the setup of your job if unsure.

## FONTS

Fonts should always be embedded in supplied PDFs. When supplying native files, fonts must always be packaged and supplied.

Whilst we have an extensive font collection, there is no guarantee the version you have used matches ours. This can create problems with line lengths and spacing of the type.

Bright Print Group assumes all fonts are licensed and take no responsibility for embedded fonts.

## IMAGES

All images should be at a minimum of 300dpi at final print size in the document.

## PRINT FINISHING SETUP

### VARNISH

- Ensure all varnish is set to overprint.
- We prefer varnishes to be set up as a spot colour swatch named:  
*VARNISH C: 50 M: 100 Y:0 K:0*

### EMBOSSING/DEBOSSING

- Ensure that all embossing and debossing is set to a spot colour overprint.
- We prefer embossing to be set up as a swatch named: *EMBOSS C: 50 M: 100 Y:0 K:0*
- We prefer debossing to be set up as a swatch named: *DEBOSS C: 100 M: 50 Y:0 K:0*

### KNIFELINES

- Ensure that all knifelines are set to 0.5pt overprinted strokes.
- Use *solid lines* for cut lines and *dashed lines* for folds/scores.
- We prefer knifelines to be set up as a spot colour swatch named:  
*KNIFE C: 50 M: 100 Y:0 K:0*

## FSC PRINTING

When designing for print on FSC approved stock, please allow space in your design for the FSC logo. Refer to our 'FSC Client Guidelines' for the specifications regarding the setup of this space to ensure your design will comply with FSC regulations.

## FURTHER ASSISTANCE

If you have questions or require help with the preparation and sending of your artwork, please contact your Account Manager.

