

Supplying your own artwork to print



Should you wish to supply your own print ready artwork to us, here is a selection of the most frequent questions we are asked, along with the answers. If you have any further questions regarding your digital files, please do not hesitate to contact us on t. 01869 242100

Colour Mode: CMYK or RGB

All artwork files must be created and supplied in CMYK colour mode - we appreciate the confusion regarding applications and colour modes. All printers print in CMYK (*Cyan, Magenta, Yellow and Black*) or colour saturation may be lost if files are supplied in RGB colour mode (*RGB is a 3 colour mode used for viewing on screen*).

It is important that you work in CMYK from the outset when creating artwork and defining colours. If you create your artwork and then convert to CMYK at a later stage, then your colours (especially black) may be negatively affected.

Pantone Colour

Our printers are calibrated to maintain accurate colour reproduction. Should colour replication be of particular importance to Pantone matching – it is important you advise when supplying your artwork.

Fonts

It's important that when you send a document to print you convert the fonts to outlines. This basically means that rather than the type being an editable font, you change it into a shape layer. This will stop any font issues occurring at the printer's side. If you are unable to perform this action kindly supply fonts used within the document separately.

Print Resolution

Images need to have a resolution of between 300 and 350dpi. If artwork is generated at a lower resolution, then the quality of the final printed job will be affected. Artwork must be generated at a resolution of 350dpi from the outset, as it cannot be magically enhanced at a later stage. Please note that it is not possible to use images from the internet for large format printing, as they have been optimized for computer screens in order to keep the file size down.

File Types

High resolution print ready PDF files are ideal. B2B Graphics can accommodate nearly all file types although the most common within print is PDF. Nearly all applications allow export to PDF (*Portable Document Format*).

We can take receipt of source application files such as InDesign as long as the source "package" files are also supplied.

Creating & supplying a PDF

[Click here](#) for a how to create a PDF

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Are bleeds required on supplied artwork?

All artwork supplied to us for print must have at least 4mm bleed on all trimmed edges. *If supplied artwork isn't supplied with 'bleeds', then you may incur extra charges to modify your artwork.*

Colour proof

We can certainly provide you with a colour proof before the job is printed, but this will not be 100% accurate. Certain colours have slightly different characteristics and it is impossible to guarantee accuracy in shades of colours. One option you have, is to examine the job while it's actually on the presses.

Please note that if any changes to files are required at this stage, there is likely to be additional charges.

Which software is compatible with your own systems?

The following software is ideal: InDesign, Photoshop, Illustrator and Acrobat.

How do I send you my large artwork files?

Email If your file(s) are under 10mb in size. For files larger over 10mb in size, we prefer the use of www.wetransfer.com which is a secure file transfer site. Or finally deliver by hand or send by Post should time permit, we can accept DVDs/CDs with artwork files or USB sticks.

Top Tip

It won't help you much to use software like Photoshop to increase the resolution of a web graphic from 72 dpi to 300 dpi – you can't improve upon the quality you had in the first place – you need to ensure that your graphics are set up at the correct resolution from the start.

NOTE: When using images in certain software, such as Adobe Illustrator or Adobe Photoshop, InDesign we require the original image files to be provided along with the document file. Without these it will be difficult to print your document. As a general rule, TIFF files should be used for all photographs while EPS or Vector files should be used for logos or drawings. JPEG is normally fine but if used keep the quality to maximum.

* EPS: Encapsulated Postscript Vector graphics (Adobe Illustrator) EPS is a file extension for a graphics file format used in vector-based images in Adobe Illustrator. EPS stands for Encapsulated PostScript. An EPS file can contain text as well as graphics.

**Vector graphics is the use of polygons to represent images in computer graphics. Vector graphics are based on vectors, which lead through locations called control points or nodes. Each of these points has a definite position on the x and y axes of the work plane and determines the direction of the path; further, each path may be assigned a stroke colour, shape, curve, thickness, and fill

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