

## **PRINT GUIDELINES**



### **We can accept artwork on any of the following:**

DVD  
CD Rom  
USB memory sticks  
email: [studio@artisansigns.co.uk](mailto:studio@artisansigns.co.uk) (up to approx 10mb)  
upload via our website, call for a username and password  
via yousendit.com

We also accept good quality photographic transparencies, photos, paintings and drawings to scan for an additional charge.

### **We can accept files in any of the following formats:**

Adobe Photoshop (up to CS5)  
Adobe Illustrator (up to CS5)  
InDesign (CS5)  
Quark Xpress (up to V.6)  
High resolution pdfs can be accepted if all fonts are disabled  
If your program is not listed export file as an EPS.

Please supply all fonts. PC fonts must be vectorised.  
All colours to be CMYK.  
Artwork for large items can be supplied ¼ size.  
Scanned images for large items should be 150 dpi and 300 dpi for small items.

### **Tiff or EPS- What's the difference?**

Files containing images (Raster) only, should be saved as a Tiff.  
Files containing no images e.g. logos (Vector), should be saved as an EPS.  
Files that contain both images and line-art should also be saved as EPS.  
The reason behind this is that if you save an image only file as an EPS the process puts the image in a packing crate (EPS) and when opened the program first has to unpack the crate and then open the image resulting in increased processing time.

### **When receiving files we require:**

A colour hard copy,  
All sizes and colours,  
All scans and fonts in the files.

## **PLEASE NOTE**

A hard copy is required for layout, text and pictures. If no hard copy is available we will either:  
- create a pdf for approval by email  
- proceed with printing with your approval and acceptance that artisan is not liable or responsible for problems related to the artwork.

Machine proofs (using the substrate and process for your job) can be supplied at an additional charge.

If additional work is required to a supplied file in order to correct text or graphic layout, this time will be charged at £40.00 plus VAT per hour, with the customer's prior approval.

Prints are produced on high quality, wide format digital printers and the colour rendition will be a close match to the customer's image file. Colours will vary with different substrates and processes. **If there are colours such as corporate logos or product specific colours that require accurate matching this must be advised at the time of ordering.**