



We just love telling you things, we're  
right wee gossips us you know !!!



#### **The Scale Of Interest**

We have carefully rated each section of our web site as being either, Super Fantastic, Gripping Stuff, Reasonably Interesting, A Tad Droll or Downright Boring.

This section has been rated:

**Reasonably Interesting**

## Artwork & Technical

### **Within This Section We Cover:-**

Design & Artwork

Why Full Colour ?

Our Price Guide

Limitations Of Colour

Batch Production

Finishing Terms

Artwork Guide & Supplying Files



This section covers many of the  
Technical aspects of ordering  
print, but without using too  
many confusing terms. We  
have tried to keep this section  
informative, yet easy to  
understand... Hopefully.



## Artwork, Design & Technical Design & Artwork

What's the difference between artwork and design ?? A fair bit really, but don't worry we can cater for BOTH. Artwork can be produced to a client's brief, we'll work from your layout and of course make subtle changes if required. OR, you may prefer a full design service. Just give us the info and let our designers go wild with their creative genius. Remember though, you get our top quality printwork as STANDARD, don't spoil it by supplying us with a sub standard design. Good design SELLS and it's as simple as that.

Throughout this web site you'll see our coloured graphic design icons, these illustrate an APPROXIMATE charge for artwork for the illustrated products. These figures are based on ARTWORK creation from your brief, but we'll also do a bit of our design magic too... we're nice that way.



We can't emphasise enough the need for creative, eye catching design... a poor design reflects badly on your company image, and in today's world, that can mean the difference between you getting the work, or a competitor. Our artwork charges are very reasonably priced, for example a 6 page DL Brochure can be produced for around £60. It's always worth allocating a realistic artwork and design budget, because you just don't get a second chance to make a first impression





## Artwork, Design & Technical

### Why Full Colour ?

Full Colour is the “street name” given to Four Colour Process Printing. What is full colour ? Very simply it is a process using four colours, **cyan, magenta, yellow and black** (CMYK) to create an almost limitless range of colours and photographs. Think of a colour, any colour - and it can be made up of these FOUR basic colours. Red, easy, yellow and magenta. Blue, easy, cyan and magenta and so on, and changing shades is easy..... want a lighter blue, change the content of the magenta - it's as easy as that.

The term used above - CMYK - is the single most important issue in full colour production, ALL graphics and artwork MUST be created in CMYK for best results. Please refer to our artwork guide BEFORE submitting files to us. Create artwork in anything other than CMYK and print quality WILL be affected. RGB, Lab Colour etc etc are absolutely no use for full colour printing.

Full colour printing has the flexibility to offer literally MILLIONS of colour combinations and our print centres have a book called a PANTONE PROCESS BOOK, this is a colour guide that shows in varying steps the variety of the colours that can be achieved. Our print centres also have our own colour charts, these were printed on our own presses and give a more accurate indication of finished colours. These charts are not as comprehensive as the books but provide enough colours to “stimulate thought”. Our own charts are printed on a gloss, matt and bond paper, that way you can see just how stock finishes change the colour - VERY IMPORTANT if you are using full colour to create a corporate identity on gloss and bond materials.

Full colour printing is the PROVEN way to increase sales, it provides your business with a marketing medium that pound for pound will deliver results better than most other advertising campaigns - and what's more FULL COLOUR printing from the Ink Shop will invariably cost you less than one or two colour print work from your local printer... FULL COLOUR, it's the way to go.





## Artwork, Design & Technical Samples

Contact your nearest Ink Shop centre for a full Sample Pack. We have samples of all the paper stocks and finishes we use, samples of most of our product range, full price guides, mini price guide, marketing brochures... in fact we've got everything you need to help plan your campaign.

### Colour Charts

Red is red, blue is blue and life is simple.... eh no.....actually. Red is red, red can be different and blue can change completely. What ? Even with your new £1m Speedmaster with Axis colour control ? We were told that the computer can detect a shift before the human eye - this CANNOT be right.... No, we're not referring to colour shift on the print run - we're referring to colour differences on PAPER STOCKS. A colour can be printed on bond paper (letterheads) and the SAME colour then used on a coated paper or card (even business cards) and it will look DIFFERENT. Some colours are more noticeable than others.

This is more evident on Business Packs, letterheads printed on bonds will not exactly match business cards printed on matt coated stocks. Some colour shifts are more noticeable than others...Why ??? Well..... lets just say it's all in the paper type and trust us with that !!

So, we now have a range of colour charts, one printed on gloss, one on matt and one on bond - the colours speak for themselves..... let's hear it for the colours !!!





## Artwork, Design & Technical Samples & Price Guides

The Ink Shop's new print Price Guide for 2009 / 2010 is out now. Packed full of new products, popular products, and prices you just won't believe, ask for a copy today. And new for 2010, the move to guaranteed production times too... and Same Day Printing.

Whilst this new 80 page Price Guide has new products, new papers, it's still the same OLD prices, yes 16 years without a price increase.





## Artwork, Design & Technical

### Limitations Of Full Colour

Full Colour printing does have its limitations, for example specific Pantone colours cannot be matched using full colour. Pantone colours (not to be confused with Pantone PROCESS colours) are what is termed "spot colours" - these are specific inks "out of a tin" and are manufactured to achieve an exact colour reproduction.

Lets say you have a corporate letterhead printed in THREE colours, black, Pantone Warm Red and Pantone 293 (bright blue). Black doesn't present a problem as it's a primary colour in the CMYK process, warm red will be substituted with 100% Yellow and 100% Magenta..... the bright blue (Pantone 293) will be re-created in CMYK using these values: Cyan 100%, Magenta 57%, Yellow 0% and Black 2%. Our conversion guide book, "Solid to Process" lists the most popular Pantone colours and converts them to the nearest CMYK values. BUT, and it's a BIG BUT - some of these colours VARY considerably. In the case of Pantone 293, Pantone 293PC (process) looks VERY different indeed from the original colour. This must be taken into account when using Pantone inks in the full colour process, indeed it might be a case of using the PANTONE PROCESS GUIDE to specify actual CMYK values that are closer to the desired effect.

The golden rule is "Pantone colours cannot be guaranteed using the full colour process" remember that and you'll not be disappointed.

Full Colour is, without doubt, the most cost effective solution for the vast majority of applications but let's just be absolutely 100% CERTAIN what YOU want. The Ink Shop leave nothing to chance in the production of full colour print, we use the latest industry software and workflow systems, to the latest in CTP (computer to plate) technology and onto the BEST presses in the world - Heidelberg SPEEDMASTERS.

Pantone colours can of course be substituted for process colours and we have a "Pantone To Process" book that will show the likely colour shift, some colours can be replicated better than others. Remember though if an EXACT Pantone colour is required we can print this as an additional colour on our press.





## Artwork, Design & Technical Batch Production

Batch Production is the term used for producing several jobs on the one print run. We use a Ten Colour Heidelberg Speedmaster (SM74-10P). This allows us to print EIGHT A5 Leaflets together or FOUR A4 Leaflets or Brochures, the savings on plate costs are then passed directly to our customers. "Traditional" printers may use one set of plates for each customer, not just more expensive, but wasteful too. Smart Planning from the Ink Shop ensures that our Batch Production maximises efficiency not just in costs and environmental benefits, but in efficiency too... Remember not only are we running several job together, but our ten colour perfecter press prints BOTH sides in one pass.

Our sophisticated Workflow takes care of all pagination too, so if you're planning a 80 page booklet, don't worry about setting it up, just give us a simple 80 page document and our workflow will take care of it.





## Artwork, Design & Technical Finishing Terms



### Books Or Pads

We'll term a "Pad" as being a Glued Pad, glued at the top with a hard board backing, ie a note pad. A BOOK on the other hand will be STAPLED, or Stitched usually with a perforation to allow one part of the book to be removed. Usually supplied with a hard board back and manilla front cover. This picture shows a glued pad.



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### Scoring

Scoring or Creasing is simply a process that creates the card to allow easier folding. Heavier papers and cards will "crack" when folded, so by pre-creasing items fibre breaking is eliminated. Most card items (200gsm and over) will be supplied flat, pre-creased ready for folding.



### Double Wire Stitching

Double Wire Stitching is mainly used in the production of BOOKLETS. You may know it better as "two staples", which in effect is what it is. Double Wire stitching is typically used for booklets from 8pp to around 80pp, but it very much depends on the paper thickness too.



### Laminating

Laminating is NOT to be confused with Encapsulation. A laminated sheet has a thin gloss or matt coating added, and whilst this provides a more robust finish it does not make the document any "thicker". Laminating is popular for covers for Booklets and high impact mailers. Colours become much more vibrant with a gloss laminate.



### Die Cutting

Die Cutting or Forme Cutting is when special shapes are cut from the finished sheet. This would include applications such as Document Folders or if specific shaped cards were required for a special event or promotion. With all these cutting applications a "Forme" is required with prices starting at £75.



### Perfect Binding

We use Perfect Binding when double wire stitching is not suitable, usually for books over 60pp and right up to around 400pp. Perfect binding uses a very strong glue with a "wrap round cover", you'll often see perfect binding used in most high quality glossy magazines.



### Encapsulating

Encapsulating provides a heavy gloss "plastic" cover to a printed sheet and is very popular for Table Menus, Instruction Cards and documents that are handled a number of times. Encapsulating provides a heavy duty coating to printed documents. Please note it's not possible to encapsulate covers for booklets.



### Perforating

Perforating provides a tear off portion to any printwork, used mainly in the production of carbonless form books. Brochures can be perforated, however if this is for a portion of a brochure to be completed, it is likely that item will then be a VAT Standard Rated item



### Square Back Double Wire Stitching

This is new for 2009 and "squares" a traditional double wire stitched book to look more like Perfect Binding. This process is best suited for booklets between 40pp and 80pp



### Numbering

Numbering is generally used on carbonless forms and other internal documents. Certain stocks such as gloss or matt coated papers are unsuitable for numbering. Numbering costs are not included in any of our product range, so please ask for prices for this finishing process if required



### Wire Binding

Wire Binding provides many applications, not just for calendars. With different wire gauges and colours, Wire Binding is a great application for a whole range of products including: Technical Manuals, Yearbooks, Catalogues, Sales Guides Flip Charts. The great advantage of Wire Binding is the ability to have any size of book open flat.



### Folding

Folding really speaks for itself, but with so many folds available it's important to know the differences. Standard folds are illustrated in this guide, but many other folds such as Gate Folds and Cross Folds can be provided if required. Please ask for details, as some Specialist Folds will incur further charges



### Sealing

Sealing or Varnishing is simply a coating that is printed onto the sheet on the press. This coating "seals" the print and provides a greater resistance to "rubbing". Gloss or Silk varnishes can be used and as well as sealing the print work provides an enhanced finish too. All our matt stocks are sealed as standard.



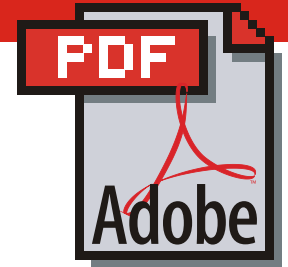
### Spot U.V.

Spot UV Varnishing provides a high gloss coating to selected areas on the print work. Best suited when applied to a matt laminated print, Spot UV Varnishing provides a high impact finish to any printed work



# Supplying PDF Files

You may supply files in PDF format, these are the basic requirements  
Please note: this is our preferred option



PDF files are the industry standard format for transporting artwork files. Firstly a few myths need to be dispelled. **PDF files are not infallible.** Sometimes things change in a PDF file in the same way as they do in other formats - they are not 100% platform or device independent. PDF files can have missing fonts, and images in PDF files can print incorrectly, for example RGB images.

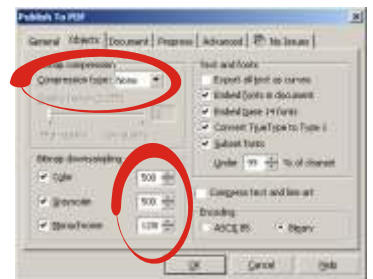
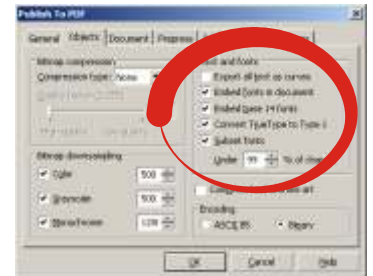
That said, if a PDF file is generated correctly then it is probably the most reliable format for supplying your files. Most applications now have an option for exporting PDF files. These will invariably have preset options for producing different types of PDF file (for example "PDF For Screen", "PDF For Electronic Distribution" etc). Remember that your PDF file is to be printed on a litho printing press so some strict rules apply. Creating a PDF file for "screen" or for "electronic distribution" is not an option. This will result in a low resolution file similar to a JPEG taken from the internet. Although these files will be very small do not be tempted to use them - they will provide inferior results.

Every application has slightly different interfaces for producing PDF files, so we will use the terminology from Corel Graphics PDF generator. Other applications will have the same options but may be labeled slightly differently. The first issue we have concerns text and fonts (typefaces). When creating your PDF file it's our preferred option to "Embed All Fonts". This will remove the need for typefaces to be used. This also means that a PDF generated on a Mac can be used on a PC without any text problems. Text can be "converted to curves", but this does increase the file size substantially.

The second and slightly more complex issue concerns the compression of images. PDF files will embed your image in a way which is useable on our digital platemaking system. You should ALWAYS make sure your image files are CMYK before starting any layout. When generating your PDF file do not compress the images. You will normally be presented with compression options for three different types of image file: Colour, Grayscale and Monochrome. Each will have options for the resolution to be exported, and in some cases options will be given for the type of compression to use. **DO NOT DOWNSAMPLE YOUR IMAGES TO ANYTHING LESS THAN 500dpi.** If you have generated your artwork correctly then your images will be 500dpi CMYK files. Therefore we do not want to do anything at the PDF stage which will degrade the quality of the images. When given the options for compression type always select NO COMPRESSION or the equivalent. If presented with options for resolution of images always use 500dpi (Colour/Grayscale). Always make sure the option for "Compress text and line art" is off.

Finally, when exporting your PDF you should have an option for the colour space to be used - ALWAYS select CMYK for this option.

To reiterate, PDF files are not always useable. It is imperative that artwork is originated correctly before the PDF file is generated, AND the PDF file is generated correctly. Other applications may have more or less options and may be labeled differently - as stated the illustrations here are from Corel Graphics.



These images are 500dpi  
CMYK high resolution scans



## Quick Guide Printing Resolution

Printing resolutions, not to be confused with United Nations Resolutions - they do differ! Ours prevent things from going wrong!! The resolution of your IMAGES is very important, too high and you're just increasing the size of the image needlessly, too low and the quality suffers.

Images on LEFT are 500dpi images at 100%. Images on RIGHT are 72dpi, similar to the quality you will get if copying web page graphics.



This image is 72dpi (low resolution)



This image is 100dpi (low resolution)

# File Charges

We **DO NOT** charge for checking PDF disks/files or for proofing. We offer TWO services to our clients supplying finished artwork.

**FREE DISK CHECKS**, we will check the file supplied using a "pre-flight" software package and advise if the file(s) have any OBVIOUS errors. A proof copy will then be provided either in the form of a colour print out or as a low resolution PDF file by e-mail. Please note BOTH these proofing methods are for content checking ONLY and are **NOT** colour accurate. The proof copy MUST be completed and returned to us by e-mail, fax or post as no print work can start until the proof approval has been given.

**NO PROOF REQUIRED**, providing a colour output is provided, we can proceed without proofing if requested by the client. Please note, whilst we will check the proof against the copy provided we CANNOT be held responsible for errors or omissions, regardless of cause.

**This proofing service is provided entirely at the clients own risk and is not recommended.**

As we have no control over the way in which the artwork is produced we cannot guarantee that the file will print correctly. Even after checking the file, errors not evident may occur when being processed for plate making. When artwork is supplied The Ink Shop cannot be held responsible for the result of the printed work.

Please note that when files are supplied incorrectly a charge of £15 will be made for re-submitting files - it pays to read this guide.

## Paper Sizes and Bleeds

When supplying files please ensure you allow a bleed as detailed below, most leaflets and brochures require a 3mm bleed. A5 leaflets and business cards require a 2mm bleed. When positioning text etc please allow AT LEAST 3mm from the edge of the FINISHED document to allow for tolerances when cutting.

### These Products require a 3mm bleed.

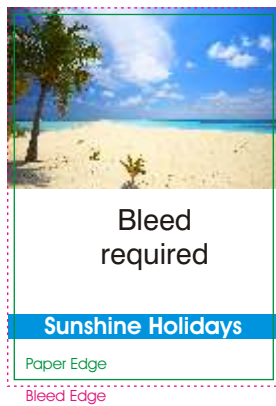
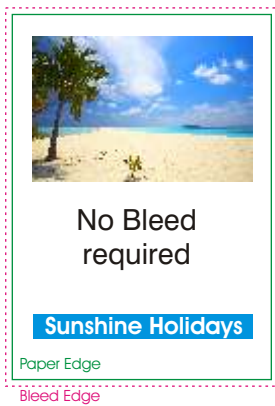
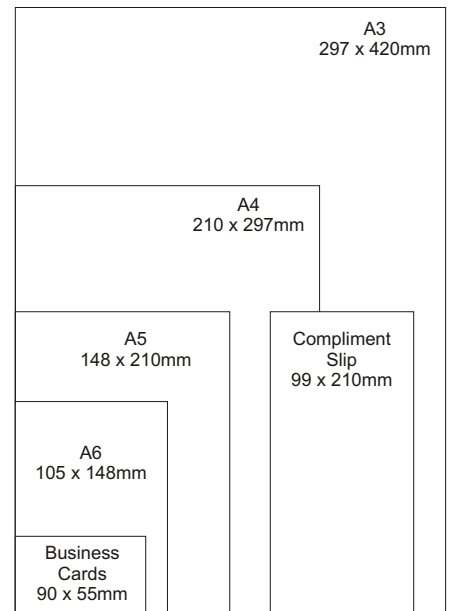
Paper	Size (mm)	Size WITH Bleed (mm)
A3	297 x 420	303 x 426
A4	210 x 297	216 x 303

### These Products require a 2mm bleed.

Paper	Size (mm)	Size WITH Bleed (mm)
A5	148 x 210	152 x 214
A6	105 x 148	109 x 152
1/3 A4	99 x 210	103 x 214

### Business Cards

are 90 x 55mm, with bleed 94 x 59mm



### Quick Guide - BLEED

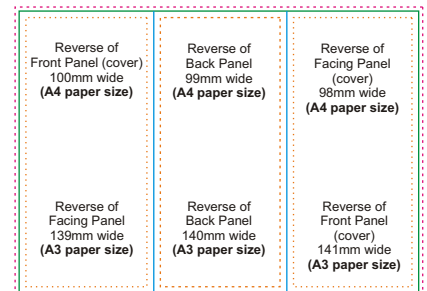
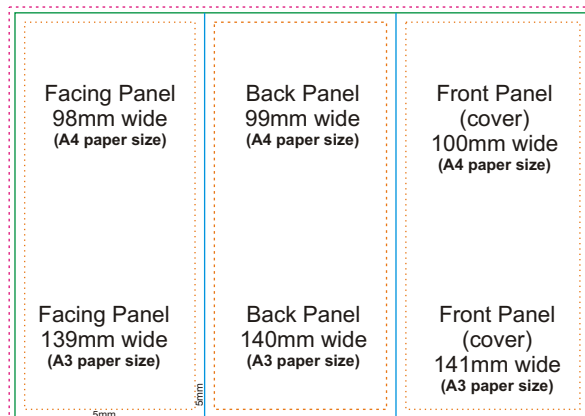
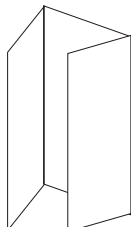
To allow for tolerances in the cutting process have text etc at least 3mm from the edge of the paper / card.

The bleed information remains the same for brochures that are folded as the bleed applies only to the edges of the paper and NOT the folded portion of the document.

Business cards can only be printed 90 x 55mm and require a 2mm bleed to allow processing through our imposition software and workflow.

## Tri-Fold Leaflets

Here is a basic template for a tri-fold A4 or A3 Leaflet



- ..... No text beyond this line
- ..... Edge of finished page
- ..... 3mm Bleed
- ..... Fold

# Colour Palettes

Colour palettes are the bars or menus from which you choose text or graphic colours. In the case of image editing programs such as Adobe Photoshop, these may be called "Modes".

All artwork supplied must be based in the CMYK colour mode. RGB is not acceptable for litho printing. Why not? RGB is a colour mode created to represent colours on a screen. Printed inks are translucent and work in a totally different way. If a RGB image is supplied the computer will try to substitute the corresponding CMYK values and use these values to create the print. When this happens there is an added variation in colour which can have an adverse affect on your image. In the case of some packages (notably Adobe Pagemaker) a RGB image file will result in a black and white printed image. When creating artwork and defining colours it is essential that you begin working in CMYK. If you create your artwork and then subsequently convert to CMYK your colours (especially black) may be drastically affected.

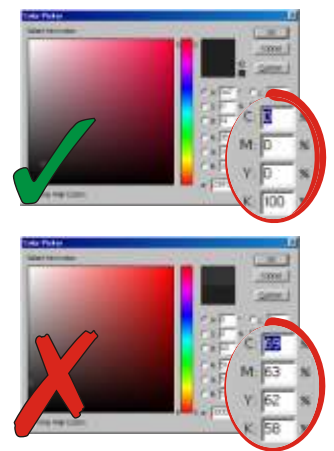


## Black Text

Most computer packages allow you to use either preset colours or colours which you "mix" yourself by varying values of Cyan (C), Magenta (M), Yellow (Y) and Black (K).

When generating black text it is essential that the black is made of the correct colour mix. It is possible to create a black which uses all four process colours (Cyan, Magenta, Yellow and Black) but this is not the mix of black we need for colour printing. As litho printing involves physically aligning four separate plates, if the mix of black text is made from more than one plate the printer must then align these plates perfectly to give a nice smooth print. If any of the plates is even fractionally out of register the resulting text will have a slightly rough edge to it. Therefore it is essential that black text is generated using only the black plate.

The figures to the right illustrate the correct and incorrect mixes for black using Adobe Photoshop. When creating artwork in an image editing package such as Photoshop it is vitally important to use the correct black mix from the outset as these colours cannot be easily changed later.



## Printing Resolution

The resolution of an image describes how many pixels or dots there are in a specified area. The higher the number the better the quality of the image. We normally work in inches for this measurement - hence dpi or dots per inch.

When scanning images for print please make sure they have a resolution of at least 500dpi. If artwork is generated at a lower resolution the quality of the final print work will depreciate. Edges of lines, graphics and text will change from a sharp, clear, smooth edge to a rough square edge.

It is essential that artwork is generated at a resolution of 500dpi from the outset as this cannot be "repaired" at a later stage. In most graphics packages this will not be a problem, but again when using image editing packages this is vital. It is possible to edit a 100dpi file and set the resolution to 500dpi but this will not give the required clarity to the image. It will however increase the file size and very likely reduce the physical size of the image. For these reasons it is not possible to use images from the internet for litho printing. These will be optimised for computer screens and will therefore be set to either 72dpi or 96dpi in order to keep the file size down.



### Quick Guide

#### BLACK TEXT

**Black is Black, isn't it ?**

the above is 100% Black (K)

#### Black is Black isn't it ?

the above is created using all process colours (50% CMYK)

When using black text, especially in booklets etc - it's always best to have the black set to 100% K - ie black only and NO OTHER colours. This will provide a sharper finish.

### Quick Guide

#### CMYK

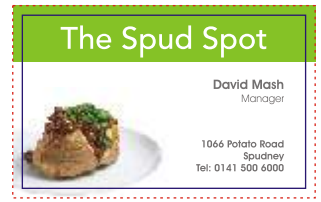


Why is black referred to as "K", some find this confusing, it should, after all, be "B". But then "B" may be mistaken for Cyan, which is Blue, so Cyan, which is Blue, is given "C" and Black, which should be "B" is given "K". It's comforting to note that yellow is easy, "Y", and magenta, which is red, "M". So, hence the term CMYK, and not CRYB.

# Specifying Bleeds

Bleeds are required on ALL printed items - A2, A3, A4 Documents, Letterheads & Compliment Slips require a 3mm bleed on each edge. A5 leaflets and Business Cards require 2mm. Please ask about other sizes. Please remember that pages are imposed (placed together on a larger sheet size) and therefore trailing text/images etc off the edge of the page may interfere with other pages once placed on the larger sheet. It is therefore important to "crop" any images and constrain any bleeds to the values specified above. See our page sizes and bleed setups for guidance on the popular paper sizes.

A business card with BLEED

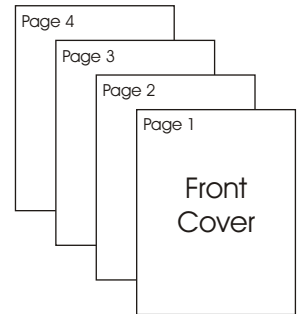


Paper Edge / Bleed Edge

# Imposing Booklets

When supplying artwork for booklets it is important to supply the artwork correctly. We use a workflow that will automatically impose the booklet. Files should be supplied in page order, for example if you have a 12 page A5 booklet, supply the artwork as a 12 page document in page order. By page order we simply mean page one ALWAYS being the COVER - readers proofs and not printers proofs.

Booklets require bleeds in a specific way, again our workflow allows for this and does this automatically. When supplying artwork for booklets it is essential to have 2 or 3mm bleeds ALL AROUND, and please ensure that items such as crop marks are not provided. Our workflow will then automatically impose the booklet correctly, utilising "creep" if required. When we supply a proof for checking this will be provided as a **READERS PROOF** and will be in page order with page one being the COVER.



# Colour Reproduction

Shades of colour can vary from time to time by the very nature of the print process, ie colours on bond stocks will vary to those on coated stocks.

Although we can provide you with a colour proof copy once your file(s) have been processed, this is NOT colour accurate to the final print run. Our proofs are produced on a Konica Minolta Digital Printer with a Creo RIP which uses toner rather than ink. This has slightly different characteristics and therefore we cannot guarantee accuracy in shades of colours. We can provide you with a colour swatch printed on our full colour presses which will give a better indication of colours achieved. Pantone colours cannot be reproduced using the full colour process system. CMYK colour mixes cannot provide the same colour accuracy for Pantone spot colours as is achieved by buying the ready mixed Pantone Ink. If you use a Pantone colour in your document be prepared for it to look slightly different when printed in full colour process. Please contact us if you require full colour PLUS spot colours (Pantone colours).



# Data File Types

Although each artwork package has its own specific file type, most can handle several "third party" files. For example images may be saved as TIFF, JPEG, BMP etc....

When using images in software such as Quark Xpress, Adobe InDesign or Adobe Pagemaker we require **the original image & font files to be provided as well as the document file**. These packages do not store a printable copy of the image in their own file, instead when being processed for print they look outwith the Quark, InDesign or Pagemaker file for external (third party or linked) files. Without these we cannot print your document. These images / fonts are sometimes referred to as "Linked Files", please ensure that linked files are supplied to the correct resolution (500dpi) and the colour palette (CMYK) is used. 72dpi images from an internet site are NOT recommended.

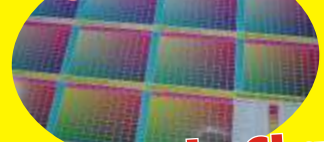
Although these packages will allow you to use various different formats, we have found TIFF files and Generic EPS files to be most successful. TIFF files should be used for all photographs while EPS files should be used for logos or drawings. **As our preferred method of file supply is PDF, we will charge for converting application files to PDF - please ask instore for further details.**

Colour printing is a complicated process - but let us deal with that. COLOURS - when is a blue not a blue??? Colours may vary from one press or process to another. Colours will look different on your screen than mine, and Johnny's next door might be different again.

Confused??? Don't be, because help is at hand. We have produced an A2 colour specifier chart - all the colour combinations of Cyan, Yellow and Magenta in 10% steps. So you can select your colour knowing that this sheet is calibrated to OUR press.

OH - and it's The Ink Shop, so these sheets are available at your local centre FREE of charge. Yes, we know others charge for them, shocking, shocking, shocking!!!

## Quick Guide COLOUR



### Free Sample Charts

# Software Supported

The following is a list of the most common file types we can use for printing. Please note file for print should be supplied as PDF files (page 2)



CorelDraw to version 13 (X3)  
Quark Xpress to version 6  
Pagemaker to version 7  
Photoshop to version CS2  
Microsoft Word  
Microsoft Publisher  
Microsoft Excel  
Serif Page Plus



Pagemaker to version 7  
Photoshop to version CS2  
Illustrator to version CS2  
Freehand to version MX  
InDesign to version CS2

We do have the above application software and can accept files (produced correctly) in these formats. However, as our preferred method of file supply is PDF files - there may be a charge for converting application files to PDF. Please ask instore for details.

**Software Packages in RED: Red** means DANGER!! , whilst we accept and can use files supplied in the above programmes it MUST be pointed out that these are NOT industry standard graphics programmes and as such can cause production issues. If you are able to convert the files to PDF (using the guide in this booklet) please do so, alternatively you can supply us the file complete with fonts etc and we will convert this file for you. Please note there may be a charge for this, please check before ordering.

As with ALL files supplied, as we have no control over how the artwork was CREATED, files are supplied entirely at the customers own risk. The Ink Shop cannot accept responsibility for the printed results DUE TO FILE ERRORS.

Please refer to the back page for a guidance on our artwork charges and for requesting our free "scoring service".

## Sending Files by email

Files can be sent via email or when ordering on line can be uploaded direct to our server. When sending files by email these should be 2mb or less, we always advise sending another email immediately after the file attachment has been sent advising that you have sent a file, this way if the file is not received we can immediately advise you. Please note that we deal with a great number of customer files, please do NOT send any files without a covering note explaining what they relate to, this not only helps us identify the correct job but assists us in virus detection too, any files received without a covering note will be deleted without any message being sent to you. Covering notes simply stating "here's the file", "here's the file as per telephone conversation" will NOT suffice, we require company details and contact information. Please include your Ink Shop order number (if known) with all communications.



## Responsibility

Whilst we will do our best to spot errors, advise of potential problems and generally check over your artwork, we cannot be held responsible for the quality of finished print work when artwork is not produced by our own in-house studio. There are simply too many variables outwith our control when artwork is supplied.

Please make sure your virus protection is up to date at all times before supplying files. All files supplied to us will be virus checked before being processed. Please also ensure that the originator and contact details are CLEARLY shown on files sent via e.mail. We regret that files received without us being able to verify the sender will be deleted.

## Contacting Us

If there is anything you are concerned about or do not understand please do not hesitate to contact us. We will do our best to help you supply artwork in a format which we can use. Contact your nearest Ink Shop Centre (listed on [www.inkshopprinting.com](http://www.inkshopprinting.com)).

Remember - creating artwork CORRECTLY is not as simple as turning on the computer - creating artwork that SELLS is a different skill level again. Don't let your business suffer by supplying sub-standard artwork. A small amount spent on design can return a significant amount in sales.

## Quick Guide SCREENING

You may hear some dazzling and impressive names such as Stochastic Screening, or whizzy titles like XM and FM screening... The truth of the matter is somewhat complex. Suffice to say, we use a patented HYBRID screening process that brings the BEST of both worlds to your print, Stochastic for the images, and conventional screening for smooth screens and tints. The result, well you judge for yourself. This booklet was printed using our Hybrid screening technology.



# Checklist

Before converting file(s) to PDF please check that the BASIC requirements have been completed, this is not an EXHAUSTIVE list and DOES NOT guarantee that the file will print correctly, there are many factors outwith our control. By checking the basic list below you simply REDUCE the possibility of errors. When the checklist below has NOT been followed and new files require to be supplied an additional file charge may apply to EACH new file received.

## Prior to creating a PDF file and submitting disks, have you...

### Checked Images...

- Checked that images are high resolution (500dpi)
- Checked that any linked files have been provided
- Checked that images etc are NOT RGB
- Checked that no low resolution images are supplied

### Checked Text...

- Check all fonts have been embedded in PDF file
- Check no text is RGB
- Check all black text is 100% black ONLY

### Finally...

- Check that the document is the correct size
- Check the bleeds have been applied correctly
- Checked the document for spelling errors
- Checked the margins (essential when folding)
- Supplied the job in PAGE ORDER (essential for booklets)

### And Lastly...

- Clearly marked the CD indicating whether it is Mac or PC and which type of files are used..
- Provided a hard COLOUR copy for us to check against and saved the file onto the disk, and then removed the CD into the storage case - it happens DAILY !!!

### But Remember...

- We are not responsible for ANY errors when artwork is supplied, and remember when incorrect disks are supplied this will incur further charges, and may delay your print order.
- Due to the relative low cost of CD's - we will not generally post such items back. If you require your artwork files to be returned please state this at the time of order.

doh !!



Always make sure the CD has been taken out the drive - don't laugh, it has been done!!!

doh !!



Please help us by writing a name or order reference on the CD, blank CD's received in the post cannot be processed.

## Still confused?

Fear not, help is at hand... our fully experienced designers are on hand to create artwork for you. Leaving you time to concentrate on your business. Our artwork prices are lower than you might think. Ask now for a price for artwork creation.

This brochure is intended as an outline guide to help you supply your own artwork files to us. Producing artwork on computer which is compatible with commercial printing equipment can be very complex, therefore we cannot possibly hope to produce an exhaustive guide covering every possible problem. However, we know what the "basic mistakes" are and have highlighted them in this guide, and will try to explain them so you can avoid/correct them before submitting files to us. **Remember, following these simple steps will NOT guarantee your files will work, they just reduce the possibility of errors. However, NOT following these guidelines will almost certainly guarantee that your files WILL NOT PRINT CORRECTLY. Remember too, we will charge for re-submitting files if these guidelines are not followed.**

# Are You Wild About Design & Artwork ?

If you are then please follow our guidelines in this booklet. If you find the whole prospect of screens, resolutions and CMYK a bit daunting... worry not, we have a full team of designers that will produce artwork for you, and for probably less than you think.



We're helping him and his relatives by adopting a sensible and proactive approach to environmental issues, such as FSC and PEFC certification. We can add the FSC or PEFC logo to your qualifying print work, please ask for details.