



A good practice guide



Artwork

Important

- Where possible please optimise your artwork for transfer. Files which are excessively large in data size cause delays in upload and preflight. Please note the advice regarding set up details below and contact our studio if you need help or advice creating or optimising your artwork.
 - Please spell check and proof read your artwork. C3Midlands will preflight your supplied artwork for resolution and colour quality. We will not proof read or check content.
 - Please list all corporate colours and supply a colour swatch or hard copy proofs where applicable.
 - All spot colours & tints must be expressed as Pantone® references.
 - Unless specified, colour laser prints will only be used for artwork layout purposes.
 - All artwork colour mode must be set as CMYK.
 - All images must be converted to CMYK.
 - All fonts must be converted to outlines or supplied with the relevant layout.
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Colour

Please be aware that what you see on your screen does not necessarily look the same when printed. Most monitor shows colour in RGB (Red, Green & Blue) whereas the printing is usually produced in CYMK (Cyan, Yellow, Magenta & Black) or spot colours which have a specific Pantone® reference. Spot colours are often used to ensure colour accuracy, for example in a logo or corporate colour. Please make sure your artwork is setup as CYMK or/and spot colours if spot colour printing. When possible supply files in Adobe PDF format and use the press quality preset or use PDF/X-1a:2001 with a resolution of at 300dpi at full size.

Bleed

If your design has the artwork going right to the edge then your design needs to allow “bleed” which has the artwork carrying on for another 5mm over each edge. Also make sure you allow a 5mm clearance between the edge of the printed item and any text, as you can get some movement when items are being printed. We do not require bleed marks, registration marks or colour bars.

Proofs

There are numerous ways to produce proofs including digital, on-line and machine methods. Each approach has its own cost and time element and we will advise you on the best choices for each job. As a standard we will always provide you with digital PDF proof. Please remember that as a computer generated proof does not necessarily provide accurate colour reproduction. When we are digitally printing your proofs this is to give you a good idea of how the final print will look. However, if the final print is to be produced in a different process and/or material then it may look slightly different.

Size

General set up size for large format output is 100% of the finished size, while fully vectorised artwork can be output from any size.

We can accept up to 20Mb email attachments. However, it's best if you send your artwork via online file-transferring platform to studio@c3midlands.co.uk. Please compress the artwork folder to a .zip or .sit using Winzip or Stuffit beforehand.



Format

Ideally, we would like to receive a professionally produced, Mono, Spot Colour or CMYK print ready Adobe PDF format, output using the press quality preset or use PDF/X-1a:2001 with a resolution of at 300dpi at full size. PDFs are compressed files which require no further compression before sending via email or online file-transferring platform.

Adobe InDesign

Package the job in a folder inclusive of the InDesign layout with all images and fonts present.

Adobe Illustrator

Please ensure where used all images are embedded and fonts converted to outlines.

Adobe Photoshop

We do not advise artwork layouts are supplied in Photoshop as text will often appear pixellated when printed, especially files which aren't supplied 100% in size. Any scanned or rasterised images used in InDesign or embedded in Illustrator MUST be compatible with this programme.

Quark Xpress

C3Midlands like many design and print companies have decided to move away from the use of Quark Xpress. We can use Quark EPS or PDF files, however we can't guarantee accurately of the file content while converting to our standards without checking on it first.

We DO NOT accept

Microsoft Word, Powerpoint, Pagemaker, Coral Draw or any other artwork formats which aren't specified above. Where possible please convert to a PDF. Any time spent converting supplied files into a format we can use will be chargeable and will be advised before any work is carried out.

For further information on any of the above contact the studio on 0121 445 9833 or studio@c3midlands.co.uk





Thank you!

Unit 7 Hockley Industrial Estate
Pitsford Street, Birmingham, B18 6PT
0121 445 9833
hello@c3midlands.co.uk

Company Registration No. 4622247

