

Print Ready

NO
CHARGE

PLEASE NOTE: Files will only be deemed Print Ready if our technical specifications are met (see Spec Sheet on Pages 2&3), otherwise additional charges may be incurred and the print deadline delayed. If in doubt, please opt for our Artwork Supplied option.

Acceptable file formats:

- PDF (HIGH-RES)
- EPS (WITH CROP MARKS)
- TIFF (HIGH-RES)
- JPG (HIGH-RES)

File specifications:

- 1mm bleed (where required)
- Fonts outlined or embedded

Please ensure all images in your native design file(s) are high-res before saving/exporting for print

PDF & EPS are preferred from vector packages (please don't rasterise)
TIFFs & JPEGs will be sent straight to print without proofing

What we'll do now

We will provide a low-res proof for PDF and EPS files for approval before print.

Files may be resupplied once only at no additional cost. Further submissions will be charged at £15.

What we won't do

Check spelling.
Make amendments to the file.
Fix any technical issues with the file.

Artwork Supplied

£15

You've put together the design that you'd like. We'll make it Print Ready for you. Please refer to our Spec Sheet on Pages 2 & 3 before you submit your file.

Acceptable file formats:

Adobe Creative Suite
(Illustrator, Photoshop, InDesign)
All Versions PC & Mac

Adobe Pagemaker From 5 onwards PC

CorelDRAW All Versions PC

Freehand From 5 onwards PC & Mac

Microsoft Office Word, Powerpoint, Publisher
from MS Office98 onwards - PC & Mac

Quark Express Versions 5 - 6.5 PC & Mac

What you should include:

- Fonts
- All linked files

Please ensure all images in your file are high-res and you have included a 1mm bleed where appropriate.

THERE WILL BE AN ADDITIONAL CHARGE FOR BOOKLETS DUE TO SIZE OF THE FILES.
YOUR ACCOUNT MANAGER WILL ADVISE YOU ON THIS.

What we'll do now

Make the technical changes required to make your file Print Ready.

Advise if there are any missing elements that will be needed to make it Print Ready.

Provide up to 2 proofs.

What we won't do

Check spelling.
Check contact info - addresses, tel no's etc.

For an additional charge we can

Make text changes.
Make layout changes.
Provide more than 2 proofs.

Design

£30
PER HOUR

Use our expert design team to put together your job for you. Simply provide us with a few details and we will do the rest for you, or if you have a basic design put together but needs tweaking we can help too.

• TEXT

Please provide us with all of the text you'd like in your design either in an email or ideally supplied to us in Microsoft Word.

• IMAGES

Supplied - if you have your own high res images you'd like to include
Sourced - we can find the perfect images for you from our extensive images libraries.

• LAYOUT INFO

Any info on preferred colours / layout / style.

• COMPANY LOGO

If you have a company logo you'd like to include, please supply it as an eps, tiff or jpeg.

• TARGET GROUP

Who are you targeting?

• ANY OTHER INFO

Any other comments/info which you think may help.

What we'll do now

Put together a design for you based on the information you have provided.

Email a PDF proof.

2 proofs are included in your initial quote.

For an additional charge we can

Source good quality images.
Extract text from printed or written copy.
Provide more than 2 proofs.

**YOUR ACCOUNT MANAGER WILL PROVIDE YOU A QUOTE
BASED ON THE INFORMATION YOU PROVIDE US.**

Fairprint

technical guide

YOUR GUIDE TO PRODUCING PROBLEM FREE FILES



Version 14 May 09

CONTENTS / CHECKLIST

This guide will cover the key elements you must be aware of when creating a file for print.

Please use this as a checklist when designing your job and submitting it for print.

the basics

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print ready

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how to send files to print

When you have your files ready you can either:

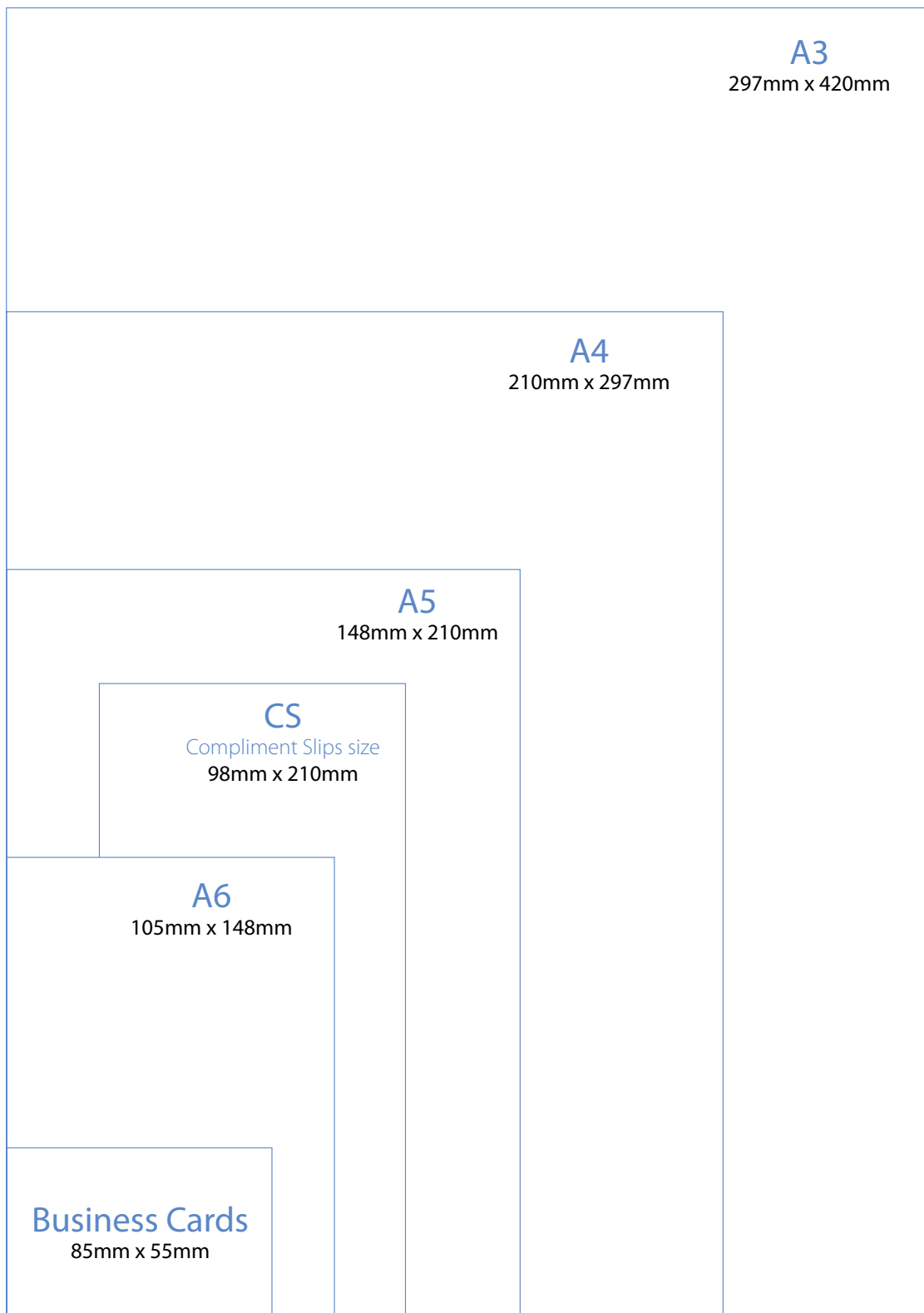
- **Upload** these via our website: www.fairprint.co.uk.
- **Post** a cd to Fairprint, 2 Fulton Road, Wester Gourdie Ind. Est, Dundee DD2 4SW.
- **Drop off** your files at our head office.

If you have any further queries about submitting your files, please call our technical team on 01382 400150.

the basics

SIZES

Here are the standard page sizes for your design jobs

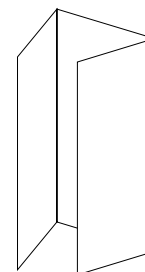
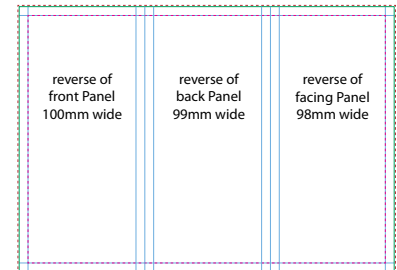
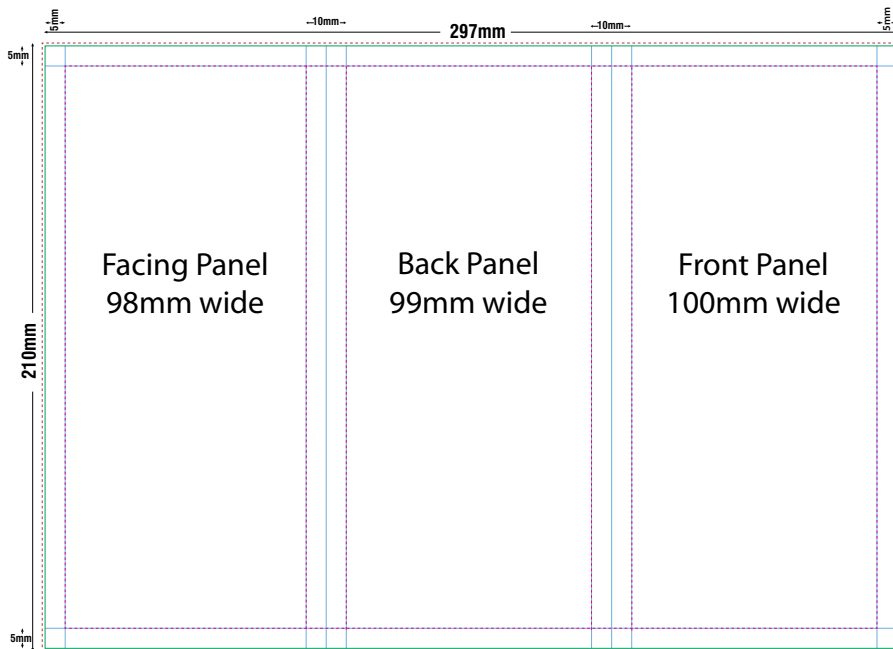


Templates are available for download at www.fairprint.co.uk/downloads

TRI-FOLD LEAFLETS

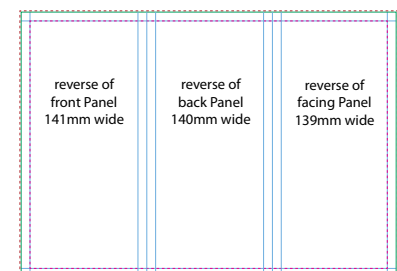
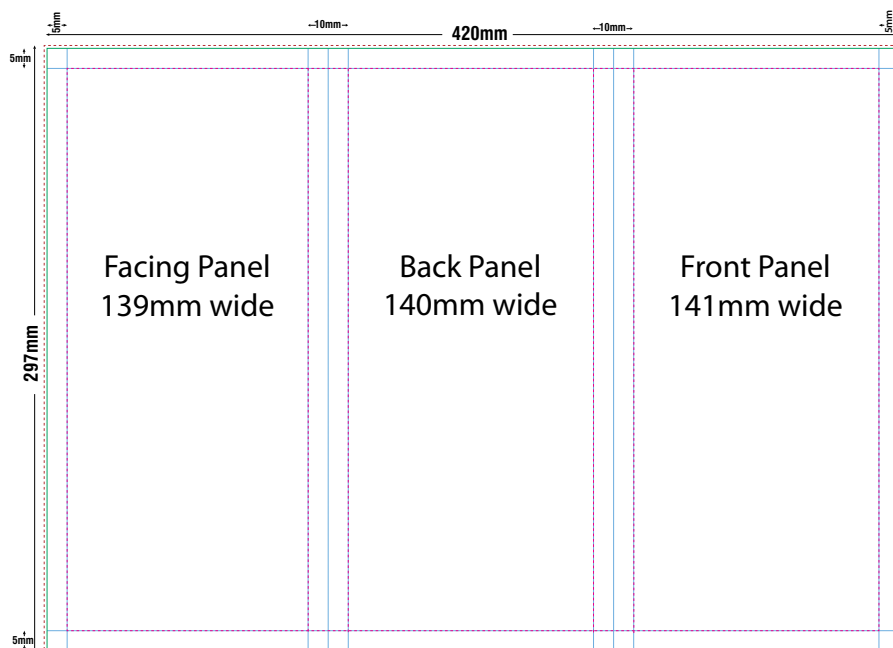
A little more set up time is required when designing a Tri-fold leaflet.
Below is a template showing the basic setup of the panels in your document

A4



- no text beyond this line
- gutters and borders
- 1mm bleed
- finished page edges

A3



- no text beyond this line
- gutters and borders
- 1mm bleed
- finished page edges

Templates are available for download at www.fairprint.co.uk/downloads

BLEED



Trim Box

Bleed edge

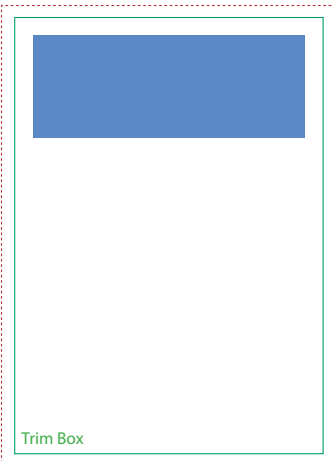
NO BLEED REQUIRED



Trim Box

Bleed edge

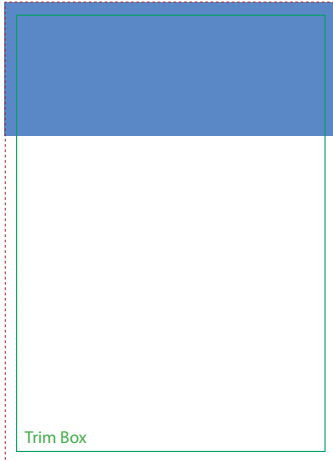
BLEED REQUIRED



Trim Box

Bleed edge

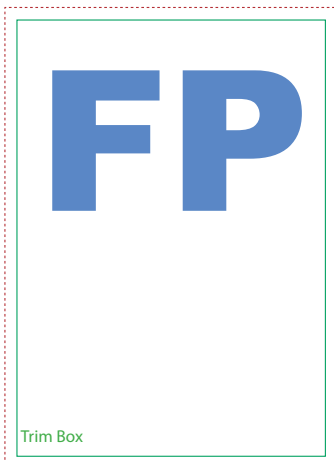
NO BLEED REQUIRED



Trim Box

Bleed edge

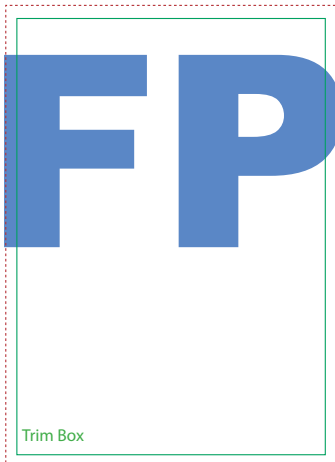
BLEED REQUIRED



Trim Box

Bleed edge

NO BLEED REQUIRED



Trim Box

Bleed edge

BLEED REQUIRED

Please ensure all jobs have 1mm bleed if required. To determine if bleed is required please see diagrams on this page.

Bleed is required when images, colour or text go right to the edge of your page. To create a bleed simply extend your image(s), colour(s) or text 1mm over the edge of the page

TOP TIP

For a more professional look, keep a quiet border of at least 5mm from the trimmed edge of your artwork.

PLEASE NOTE: If making a PDF for print, please make your PDF page size large enough to incorporate the bleed i.e. if your flyer is A5 with bleed, make your PDF page size A4, etc.

IMAGES



Please try to ensure all images in your design file are high-res, the standard for which is 300dpi (dots per inch). The lower the dpi the worse your image(s) will look when printed, so please bear this in mind when scanning, manipulating or sourcing images for your job.

PLEASE NOTE: Images and logos saved from websites are most likely to be between 72-96dpi and are therefore unsuitable for print.

We recommend your colour images be CMYK, however any RGB images will be automatically converted to CMYK in our state-of-the-art PDF workflow which may result in a small colour shift (see p7 for details).

FONTS



Print Ready jobs

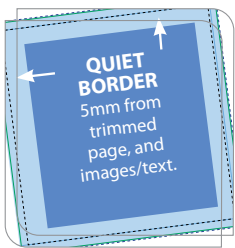
PDF – please ensure you embed all fonts when making your PDF.

EPS – please ensure you convert all fonts to outlines when making your EPS.

File Assist jobs

Please ensure all fonts used in your design file are included with your job, or converted to curves/paths/outlines prior to submission.

QUIET BORDER



A “Quiet Border”, (i.e. an area where no text or logos should be present), of at least 5mm from the trimmed edge of your artwork should be observed. This will avoid any part of your design appearing too close to the edge of the page and will give your job a more professional appearance.

COLOUR DENSITY



Please ensure that your total CMYK colour values do not add up to more than 340% as this density of ink may cause set-off and mark the reverse of your job. This would give a maximum colour value of C 85 M 85 Y 85 K 85 or equivalent, although it is recommended that colours should be kept well below this maximum. Please be extra careful if RGB colour has been used, as RGB colours often exceed this maximum once converted to CMYK.

COLOURS

spot colours



Please ensure all colours in spot colour jobs are assigned Pantone colours (or are 'Black'). CMYK and RGB colour used in spot colour jobs will result in your job being rejected.

PLEASE NOTE: Do not use fountain fills in spot colour jobs as this will cause your job to be rejected.

RGB colours



Please do not use RGB colour for fills and outlines in full colour jobs as the resulting colour may not be as expected once converted to CMYK for print.

Overprint colours



Please note that if you accidentally set a fill or line to overprint, the final printed job will NOT look as it does in your design file, since all inks are transparent.

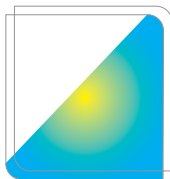
(Top Tip: Once you have created your PDF for printing (see page 8) view it In Acrobat Professional and go to the drop down menu Advanced/Print Production and activate Overprint Preview. In this view you will be able to see if you have inadvertently left any Overprints on your job. Try it with this [Technical Guide PDF](#))

black



Please ensure all black text and fills have the colour value C0 M0 Y0 K100. Try to keep text below 12pt in black whenever possible, as small coloured text may not look as sharp once printed. Large solid areas of black can be 'beefed up' with the addition of 60% Cyan (C60 M0 Y0 K100) resulting in a deeper looking black known as 'rich black'.

fountain fills & transparencies



Please do not use fountain fills in spot colour jobs as this will cause your job to be rejected. Fountain fills in full colour jobs are fine.

PLEASE NOTE: If you have a spot colour job containing a fountain fill please supply us the native design file as File Assist and we will convert the fountain fills to a printable format.

Please do not use transparencies in Microsoft Word or Publisher as this will result in your job being rejected. Please flatten any transparencies in Adobe Illustrator prior to submitting your file.

spot to process colour conversion

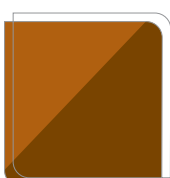


When Pantone colours are converted to CMYK for full colour printing a change in colour is inevitable, it is impossible to exactly replicate spot colours using CMYK inks.

Similarly, with RGB images, when they are converted to CMYK, there is a colour shift.

Please allow for this colour shift when designing your job.

vector/bitmap colours



Please note that areas of colour which have vector fills will appear different to areas of colour which have bitmap fills **once printed** even when the colour values are identical. This means that a 'join' will be visible where vector colour meets bitmap colour. This will be more pronounced if RGB colour has been used after the conversion to CMYK has taken place. **The solution is to extend your bitmap colour out in a bitmap package (such as Photoshop) avoiding the joining of vector and bitmap colour completely.**

BOOKLETS



PAGE SIZES

A6 105 x 148mm **A5** 148.5 x 210mm **A4** 210 x 297mm

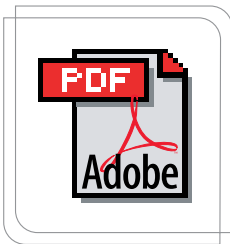
PAGE ORDER

Please supply your booklets in single-page format running in the correct order from start to finish *i.e.* a 20 page booklet will run from pages 1-20, page 1 being the front cover and page 20 being the back cover (please do NOT place the back cover on Page 1). **Please do not supply your booklet as printers' pairs or as spreads.**

CREEP

The closer you get to the centre pages of a booklet, the more has to be trimmed off the page edges. Our imposition software does make allowances for this. However, it is recommended that you do not have text (esp. page numbers) or images too close to the edges of your booklet pages. A gap of around 5mm or more is recommended.

print ready PDF CREATION



Please create PDF and EPS files from vector packages (Corel, Freehand, Quark, Illustrator, etc). Please do not save files from vector packages as Tiffs or Jpegs.

Please create Tiffs and Jpegs from bitmap packages (Photoshop, Photopaint, PhotoImpact, etc). Please do not save files from bitmap packages as PDFs or EPSs.

PLEASE NOTE: EPS files MUST be supplied with crop marks to show where the job is to be cut.

PDF CREATION

When creating your PDF to submit for print please use a recognised PDF-maker such as Acrobat Distiller to make your PDF. Using a design package's own PDF maker may result in your job being rejected.

Always save as a **High Quality** or **Print Quality PDF**.

If using **Acrobat Distiller** then choose **PDF/X-1a:2001** from the drop-down list.

When creating your PDF please embed all fonts.

If your job has a bleed please ensure you chose a large enough PDF page size to accommodate the bleed *i.e.* if you design an A6 flyer with a bleed, make your PDF page size A5.

Please create your PDF with crop marks if possible.

Please supply all files as 1Up as we will deal with the imposition at this end.