

# SPEEDPRINT

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# ARTWORK

## SUBMISSION GUIDELINES

# HELLO!

We want your printed job to match your expectations, but we understand that preparing and supplying artwork can be a bit of a minefield.

We are going to presume that you have a bit of software knowledge, and are reasonably confident that you know about the fundamentals of producing and exporting artwork. We strongly recommend contacting a professional (either ourselves or whatever other designer you wish to use) if you are unsure about any part of artwork creation and exportation. With that in mind, we have prepared this artwork guideline document to help you supply us with what we need in order to produce your job. We want your expectations not to just be met, but surpassed!

Regards,  
The Speedprint team



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## WHAT FILES DO WE ACCEPT?

### PDF

Ideally, we ask that you send us a print ready CMYK PDF.

### WHAT DO WE MEAN BY PRINT READY?

We ask that your PDF is exported as a CMYK file. If you are confident in your ability to create a PDF, we also request that you export to PDF/X-1a standards with a FOGRA39 (for coated stock) or FOGRA29 (for uncoated stock) output intent. Failing that, so long as your PDF is a CMYK file.

We require a minimum of 3mm bleed, with crop marks present. Booklets and folded leaflets have additional requirements. More on all this later.

### WHAT OTHER FILE TYPES DO WE ACCEPT?

Although a PDF is what we ideally require, we also accept and can open the following:

**EPS, AI, DOC, DOCX, PUB, XLS, QXP, INDD, PSD, JPG, PNG, TIF**

What we are able to do with these files varies wildly, so we will always send you a PDF proof for approval after looking at your files.

### PLEASE NOTE

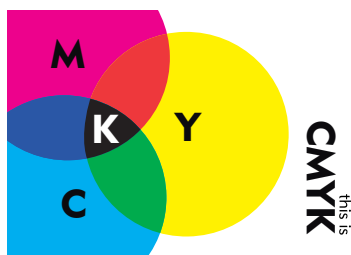
Additional work may be required on anything outwith a print ready PDF. This will incur a surcharge however how much will depend on what is needed to be done to your file to prepare it for print. We will always notify you in advance if anything needs to be done with the file and give you the option of doing it yourself if you are confident to do so.

# COLOUR

All files should be given to us as CMYK, not RGB. The method for doing this depends on what software you are using and what other components you have installed. Please see the help documentation for your application of choice if you are unsure.

## WHY CMYK?

COLOURS must be in 4 colour CMYK setting. Commercial printing uses four colours: Cyan, Magenta, Yellow and Black to make up the full spectrum of colour. The colours seen on a computer display are comprised of RGB (Red, Green & Blue) which can differ significantly from the CMYK equivalent. If artwork is supplied in RGB setting we will convert it to CMYK before printing however the resulting colours may differ from the anticipated colours.



We always recommend that files are converted to CMYK before sending through to us, this way you will have a good idea as to what colours are going to lose their vibrancy. Very vivid greens and oranges suffer from being printed in CMYK and therefore we ask this is taken into consideration when the artwork is being designed.



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### LARGE FORMAT

Our large format inkjet machines will be able to reproduce more colours than our other printing processes, meaning that some colour which may originally be lost in a digital or lithographic print run are present when we print your poster, photograph, banner etc. We recommend that you speak to us first before sending us files as we may be able to provide you with a profile that you can then apply to your file.

### SPOT COLOUR

If your job has to be produced using a spot pantone colour in addition to / instead of four colour CMYK, we ask that this colour is present and applied correctly in your PDF. If you have used a spot colour during the creation of the artwork, and your job is to be run CMYK only, we ask that this spot colour is converted to CMYK.

### BLACK

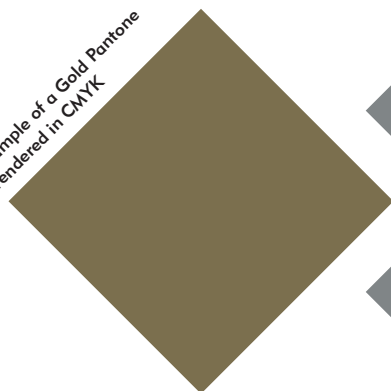
Any text that is to be printed black, please make sure it has **ONLY** black applied (C0%, M0%, Y0% K100%), as text may otherwise appear slightly blurry at smaller point sizes which will impact legibility.

If your artwork is to contain black solid areas, we suggest adding 40% Cyan to it, with the possible addition of 20% Magenta and Yellow for a richer, more solid black. Large black areas that print with just 100% black may appear flat, thin and lifeless.

## SILVER / GOLD

We suggest trying to avoid replicating Silver and Gold in CMYK artwork unless these are going to be applied as a 5th or 6th spot colour. CMYK silver will appear closer to a cool grey whilst the gold is more difficult to reproduce satisfactorily, appearing more brown / sandstone. These colours are still effective in their own right, but it should not be expected that these will appear metallic. If gold or silver needs to be used, an additional spot colour will need to be quoted for.

Example of a Gold Pantone  
rendered in CMYK



Example of a Silver Pantone  
rendered in CMYK



A Ghost



## A NOTE ABOUT BANDING & GHOSTING

Make any potential colour issues less noticeable by not using large areas of the same colour. Instead, we suggest you use alternate elements or add a background image to break up large areas of colour. This will help reduce any discrepancy within the colour.

Banding of artwork is most common when using gradients. See the Adobe website for more advice on gradients if you wish to use them.



## IMAGES & RESOLUTION

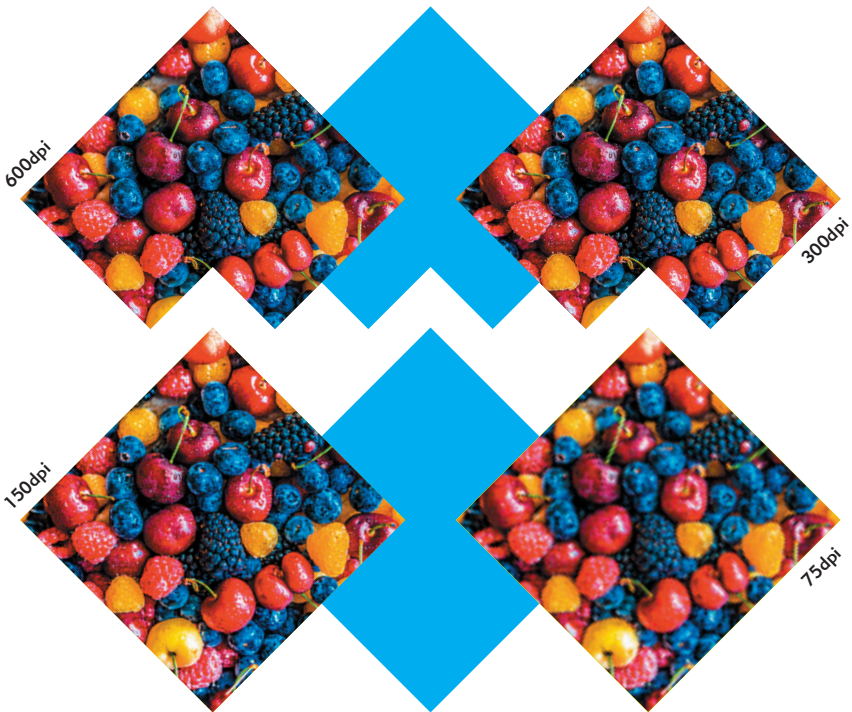
If your artwork contains images, please see the following:

### IMAGE RIGHTS

- a. Either obtain express permission from the image owner, purchase a stock image that is licensed for commercial printing or supply your own custom user generated artwork.
- b. Merely searching on Google Images (for example) and downloading an image to be inserted into your artwork is bad for a multitude of reasons:
  - i. You will, with almost complete certainty, not have permission from the image owner to use the image in your artwork.
  - ii. The resolution will almost certainly not be suitable for print and will reproduce very poorly (see next section – resolution, for more information).
  - iii. There is a likelihood that the website the image is taken from will be in a similar line of work to what you are promoting, leading to loss of individuality for your business and confusion for your potential customers.
- c. If you are unable to source images that are suitable / that you have permission to use, we suggest accessing a stock library and purchasing the images. Failing that, if we are producing the artwork for you, we can source suitable images from our own in-house library.

## RESOLUTION

- a. The image must be a minimum of 300dpi at the size it is to be reproduced in order for the quality to be acceptable.
- b. If the job is to be reproduced on our large format machines, we ask that the resolution be a minimum of 180dpi at size or 360dpi ideally.
- c. Be careful enlarging smaller images. Some software (eg. Adobe Photoshop) will allow you to upscale images but it will still result in a loss of quality. This should be done with care and only under circumstances where a better image cannot be sourced. We advise advanced software users only consider this option.



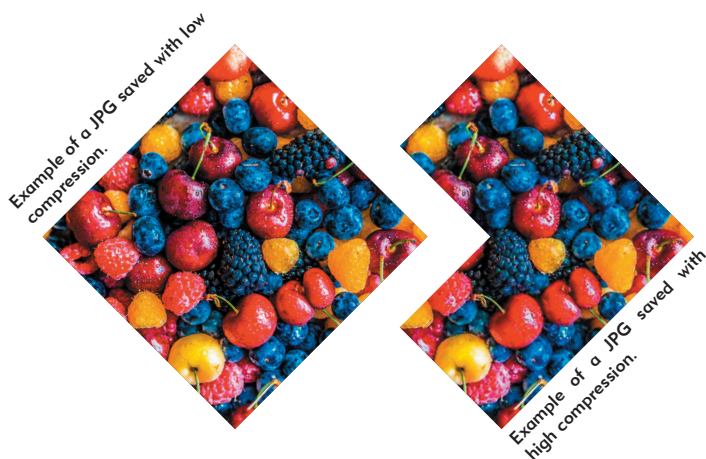
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### COMPRESSION

Where possible, use uncompressed TIFFs or JPGs as opposed to heavily compressed JPGs. This will avoid unwanted artifacts that may appear after continual resaving of JPGs with a high compression.



# FILE SETUP

All files should be given to us as CMYK, not RGB.

## BLEED

If your artwork contains text / images / colours or any other elements that will run to the edge of the page, then there must be a minimum of 3mm bleed applied. This allows us to print and effectively “trim in” to the finished artwork size, resulting in your background element running to the edge of the sheet. [See diagram over the page.](#)

## CROP & SLUG

We always ask that crop marks are supplied on the PDF. This allows us to verify the finishing size of the document and will also mean that generally when the file is exported as a print ready PDF, enough of an area around the edge of the file (or “slug area” as it is called) is allowed for bleed and any additional file information. We will then cut to your crop marks, resulting in your job being supplied to you as you expect it. [See diagram over the page.](#)

## MARGIN

In order to allow for any slight shift in the trimming and to ensure all page elements are contained on the page and are easily legible, we ask for a minimum of 5mm margin or “quiet zone” between the text and the trim edge (the 3mm for bleed is in addition to this 5mm). [See diagram over the page.](#)

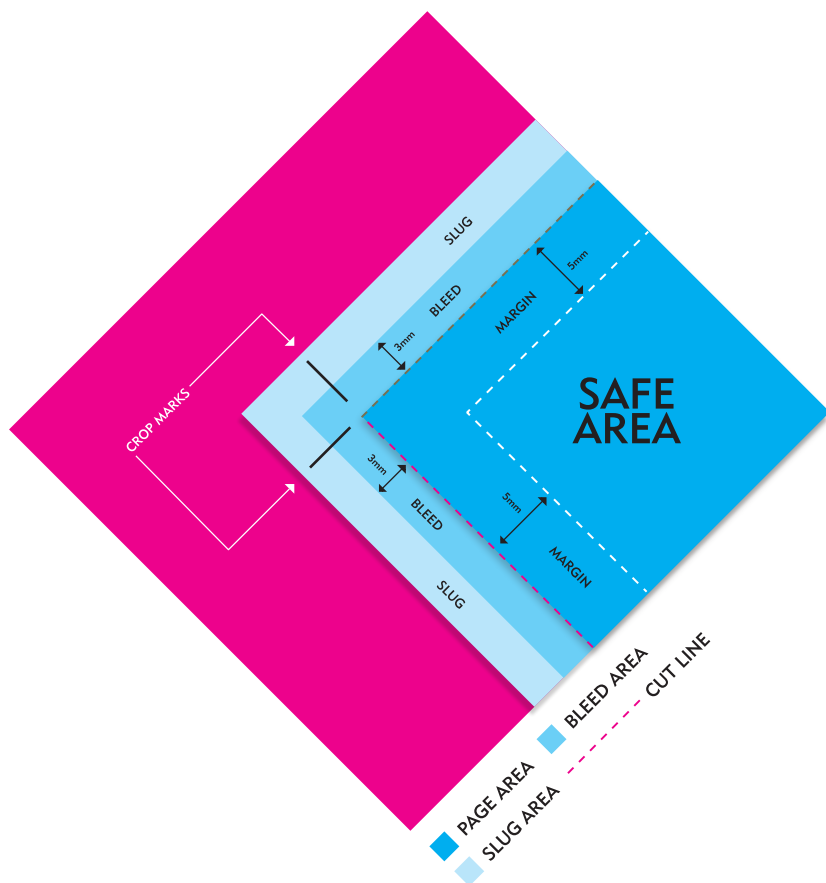
## BORDERS

During the trim and finishing process, there is always going to be a slight shift, and 1-2mm is a perfectly acceptable tolerance. Because of this however, we do advise that your artwork contains no borders, as this can result in the finished job being off centre, which – even if it just 1 mm - will still be visible.



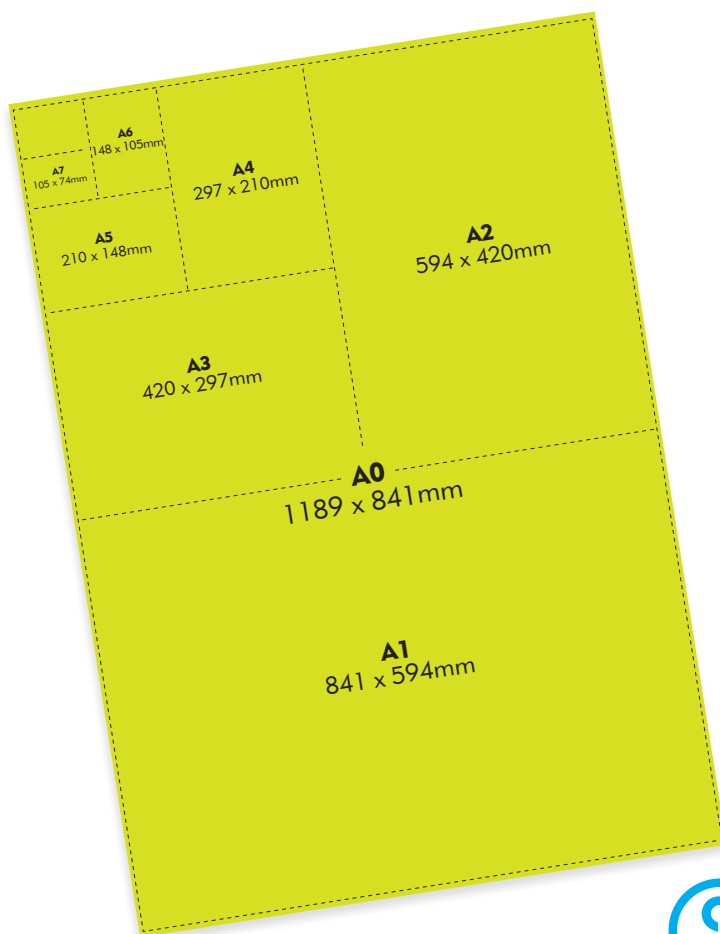
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## PAGE SIZES

Below you will see a list of the common "A" paper sizes and how they relate to each other. Over the page there is an enlargement and reduction table. If your artwork is at size at 300dpi, we recommend not enlarging more than 200%, however this can depend on what the artwork is being used for. Large format / display artwork can sometimes be pushed further once viewing distance is taken into account. If you are unsure, please ask.



# ARTWORK

## SUBMISSION GUIDELINES

### SIZE CONVERSION TABLE

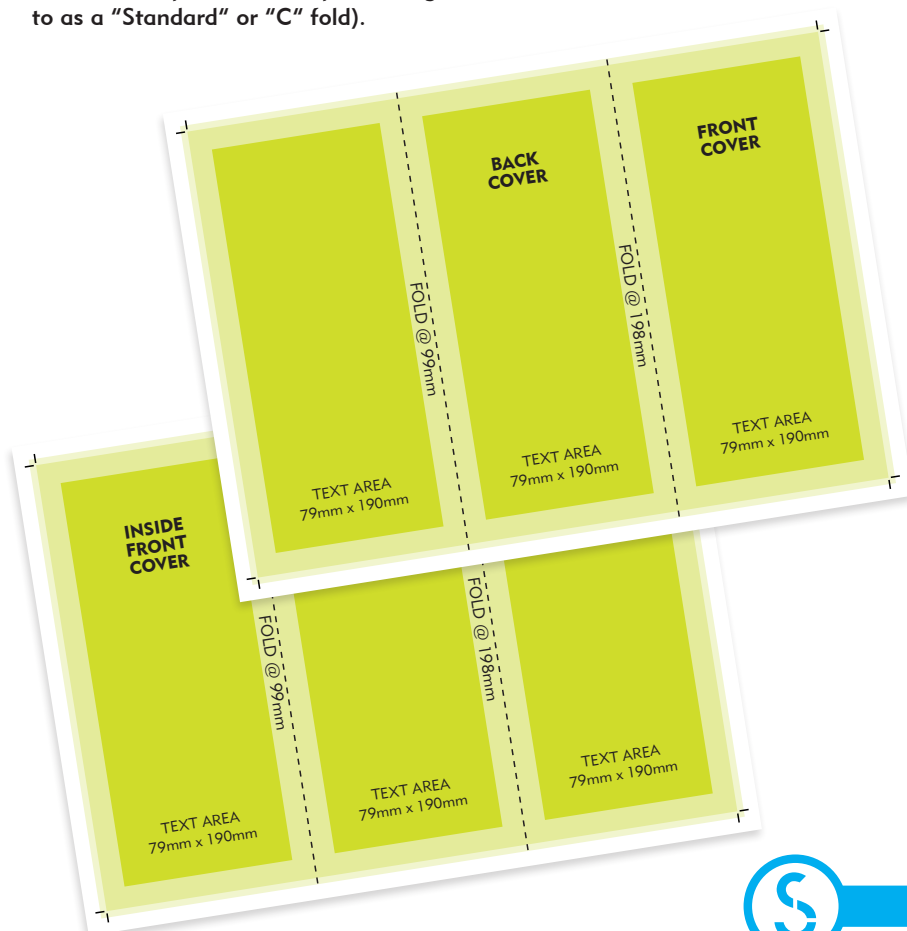
"A" size conversion table below, which may help you decide whether your artwork is suitable to be enlarged or reduced, and what percentage to use if you decide to do so.

A common misconception is that because A4 is half the size of A3, then it is 50% percent smaller. As you can see, this is not the case, and A4 is actually 71% the size of A3. Likewise, A3 is not 200% larger than A4, but 141% larger.

Size	A0	A1	A2	A3	A4	A5	A6	A7
A0	100%	71%	50%	35%	25%	18%	12.5%	8.8%
A1	141%	100%	71%	50%	35%	25%	18%	12.5%
A2	200%	141%	100%	71%	50%	35%	25%	18%
A3	283%	200%	141%	100%	71%	50%	35%	25%
A4	400%	283%	200%	141%	100%	71%	50%	35%
A5	566%	400%	283%	200%	141%	100%	71%	50%
A6	800%	566%	400%	283%	200%	141%	100%	71%
A7	1132%	800%	566%	400%	283%	200%	141%	100%

## FOLDED LEAFLETS

A common leaflet size and finish is an A4 leaflet folded into 1/3 (or 6 "panels"). If you are putting the artwork together yourself, there are some considerations to make with regards to margins and placement of panels. Due to sometimes unavoidable irregularities and shift prevalent in folding, we do ask that you are more generous with your margins as usual, and allow up to 10mm in each "panel". The placement of panels can also be confusing and the diagram below will help demonstrate positioning for a common "Roll" fold (also referred to as a "Standard" or "C" fold).

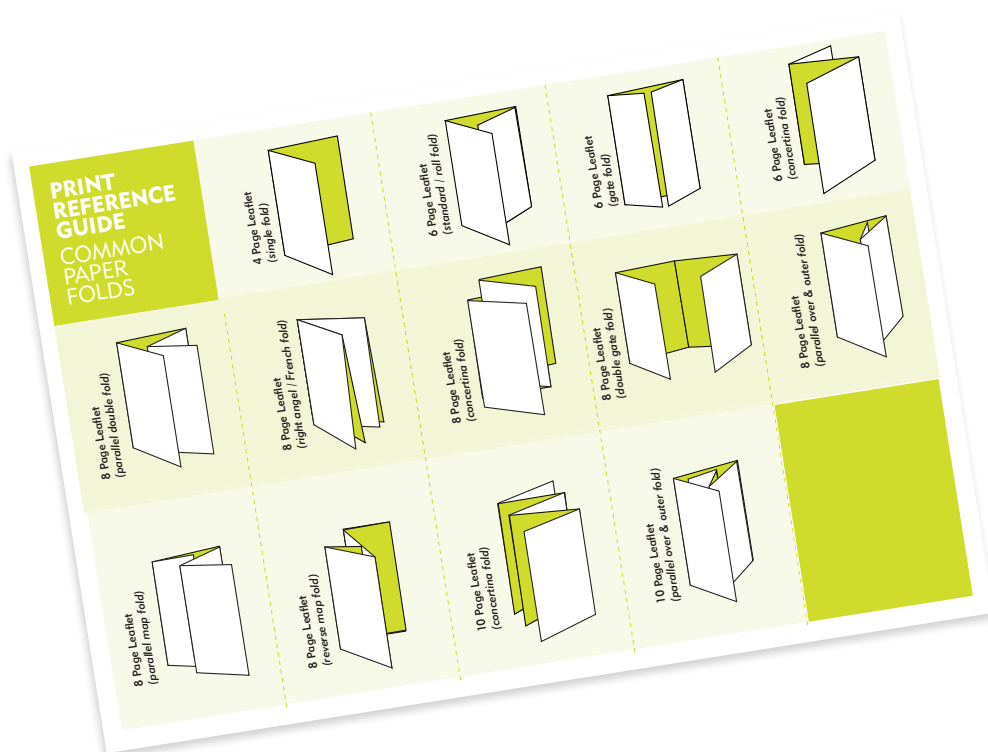


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### COMMON FOLDS

As a visual aide, we have produced a reference of common leaflet folds. This can be emailed to you seperately should you require it. Please ask.



# MICROSOFT OFFICE

*(Word, Excel, Powerpoint, Publisher)*

Microsoft Office is the most common suite of programs used for generating documents for printing, simply because it is available to most PC users. However it is not designed automatically to generate documents which are suitable for printing on press, and most documents need to be manipulated or converted into a suitable format before they can be printed. In most cases, the Print Unit will be able to undertake this work for you. It will make our job easier, however, if you note the following points before submitting Office documents for printing.

## 1. CHECK PAGE SETUP

This may seem obvious, but make sure your document is set up at a standard UK page size before you begin. This is usually A4, but may be A5 or A3. Depending on your application preferences, **Word documents can default to US letter size which can cause problems** when the document is printed on A4 paper. Powerpoint's default page size is screen size because it is designed to be used for on-screen shows, so if you are setting up a document for printing using Powerpoint you will need to change this to the page size you intend to print on.

## 2. USE PAGE BREAKS

This is particularly important for long documents set up in Word. Word reformats documents automatically as it goes along, which can cause text to reflow from one page to another, particularly if you transport the file between different computers or different versions of Word. This can result in problems like the pages renumbering so they no longer agree with your Contents page, or section headings appearing at the bottom of a page with no content beneath them. This can easily be prevented by inserting page breaks where appropriate, instead of just hitting the Return key until you reach a new page.



### 3. USE STANDARD FONTS

It is always sensible to stick to standard fonts like Arial and Times New Roman, as these are installed on virtually every PC – so whichever PC you open your file on, the fonts will always appear the way you are expecting. PCs can only display and print fonts which are installed on their hard drive, so if you use a special or unusual font, there is a good chance that we won't have it installed on our computers, and we won't be able to print it correctly. Unfortunately, there is usually no way for us to know whether you have used a font which we don't have – the computer will simply substitute a different one, and we won't know anything has gone awry until we receive your complaint.

### 4. PDF PROOF

After receiving your MS Office file, we will normally advise you of any issues if noticed, and we recommend that you request a proof PDF to be sent to you. This will confirm no fonts have been erroneously substituted and that reflow has occurred to the detriment of the file.

# WE HOPE THAT HAS HELPED!

Thank you for taking  
the time to read these  
guidelines.

If you have any questions  
that this document doesn't  
cover, please contact us. We  
will be happy to answer any  
and all artwork enquiries.

Regards,  
The Speedprint team





SPEEDPRINT

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