

Guidelines.

supplied artwork spec sheet 1

To ensure smooth throughput of your graphics, Imageco have assembled a few guidelines for artwork preparation. If you would like to discuss a project prior to starting artwork, we suggest a quick call to a member of our Studio on 0845 130 77 00.

Supplying files

Artwork can be supplied using the following methods:

- on disk** - CD or DVD
- isdn** - 0113 272 13 47 please place all files in a single folder and labelled this with your company name and date.
- email** - attach your files and send them to studio@imagecoltd.com - files no larger than 5mb.
- upload**- www.imagecoltd.com/upload

Artwork to be supplied with a hard copy proof where possible - a laser for content or a contract proof for colour (Epson & Digital Cromalin are the preferred colour proofs).

Artwork transmitted by isdn or other electronic means should include a lo-res PDF, for our reference.

Preferred applications

Imageco accept artwork created in the following applications:

Adobe InDesign CS2, Adobe Illustrator CS2, Adobe Acrobat, Quark Xpress 6.5, Freehand MX

For accurate colour matching, spot colours to be left as Pantones. Where possible supply all scans and Photoshop generated artwork in CMYK.

When supplying artwork created in applications other than those listed above, please export or save your work in the following file formats:

PDF, Illustrator.eps, Illustrator.ai, Photoshop.tif, Photoshop.jpeg

Print-ready PDFs

We can accept and print directly from high resolution, print-ready PDFs.

Our preferred PDF specification is PDF/X-1a. The contents of PDF/X-compliant files meet the requirements for standard prepress use. PDF/X-1a files allow CMYK and spot colours only.

If you require further information on creating Hi-res PDFs, please contact our Studio directly.



imageco

tel. 0845 130 77 00

fax. 0870 011 77 01 isdn 0113 272 13 47 info@imagecoltd.com

Guidelines.

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Scan resolution and file size

When scanning or creating Photoshop generated artwork for a new project, please see the guidelines below:

Highest quality, close viewing work - scan 800dpi, quarter of printed size (200dpi at final size).

General display work - 300dpi, quarter of printed size (75dpi at final size).

Banner & Billboard work - 200dpi, quarter of printed size (50dpi at final size).

Printed size	Close viewing	General display	Banner & Billboard
A3	30mb	15mb	-
A2	60mb	25mb	-
A1	120mb	50mb	-
A0	240mb	100mb	-
1000x1500	-	150mb	25mb
1500x3000	-	200mb	70mb
3000x6000	-	400mb	260mb

We are often asked about re-purposing existing scans or Photoshop generated artwork for use in large format display work. As a guide, we would be able to enlarge your files by 400% and still achieve good results. Using this theory we could successfully reproduce artwork for a full page A4 magazine Ad, at sizes up to A0. Sizes greater than this may still produce acceptable results for display work, but image quality tends to degrade the larger you go.

Proofs and approval

A standard request prior to print, would be for us to supply a PDF for content approval. Imageco utilise **WebProof**, a web based proof approval system, which manages this PDF delivery and approval. You will be notified via email when a proof is ready to approve, this PDF can then be viewed online or downloaded to your computer for accessing in Acrobat. The PDF will be correct for content only.

When a hard copy or paper proof is required prior to print, we are able to produce a proof from the same print device the final job will be run on. This will be accurate for both colour and content.



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