

## FILE PREPARATION

1. All files should be supplied as CMYK.
2. ICC Profile 'U.S. Web Coated (SWOP) v2' for CMYK files.  
'Adobe 1998' for RGB files.
3. Minimum Resolution 100dpi at final image size.
4. All fonts supplied with file (both screen and Print) or all text converted to curves.
  - Postscript fonts preferred.
5. Preferred program formats:
  - Adobe Indesign
  - Adobe Photoshop
  - Adobe Illustrator
6. Photoshop files should be supplied as layered PSD or TIFF files.
  - If Text layers are used in Photoshop please ensure that these fonts are supplied.
  - Delete all unnecessary layers.
  - Clearly name layers.
7. Supply files with linked images, logos etc. Embedded images can cause colour matching problems.
8. Scaling of files:
  - Files can be set up to any scale as long as the proportions are correct.
  - Preferred scaling factors are: 100%, 50%, 25% and 10% depending on size of final image.
9. Bleed:
  - Allow 10mm bleed on all sides for print files.
  - Backlit images usually have a visual and a trim size. Ensure all text and critical images are within the visual area and bleed image out to the trim.
10. Include a hard copy proof with file or if submitting work electronically a PDF reference proof.
11. Colour matching:
  - Indicate any critical colour matching requirements.
  - 100% Pantone PMS colour matching is not always achievable using the CMYK printing process.
  - Supply samples of any critical colour matching ie. logos, etc.
12. Files can be supplied on CD, DVD or emailed. FTP is available for transmitting larger files if required, please contact your sales representative for further details.



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