# Your Creative Print Partner

# Artwork Guidelines

If you have any queries regarding the preparation of artwork, please call us for friendly, practical advice on 01773 767341.

## Accepted Media

We can accept the following media: CD, DVD, USB Flash Drive. Files up to approximately 5mb can be sent via email to: graphics@easibind.com, or you can upload files to our FTP via the link on our website. If you have an InSite account files can by uploaded directly via your online account.

## Preferred File Formats

Apple Macintosh and some PC files are fine. Wherever possible we prefer files saved in their native format, for example:

• Adobe Illustrator .ai or .eps • Adobe InDesign .indd or .inx • Adobe Photoshop .tif or .eps or .psd

## Other Formats

A Press Optimised PDF is fine providing 3mm bleed and crop marks are included on the document and all fonts are embedded. If you have other files and formats please call as we can often find a way to extract a useable file type.

## Proofing

We will supply a proof via our online proofing system InSite. Please be aware that you will have the option to download a low res PDF or high res PDF file from InSite, these cannot be used as a colour accurate comparison to the final output and may contain additional layers such as Whites, Cutter Guides or Spot UV's. We cannot accept liability for any errors not identified by the customer once a InSite or PDF proof has been signed off for production. Subsequent customer alterations, proofs and any prints may be charged additionally. Hard proofs and finished Mock ups are not normally supplied, but are available on request, and may be subject to an additional charge.

## Submitting your Order

Please send, fax or email us an official job order with clear written instructions please remember that in the absence of your printed or PDF proof, we can only assume that your digital artwork is correct as received.

## Things to remember

• Please include all fonts and placed images. If you have prepared your artwork in Quark XPress, check in the "Picture Usage…" dialogue box that all placed pictures have a status of "OK" and not "Modified" or "Missing".
• Where possible it is good practice to use prepress packaging commands such as "Collect for Output" (Quark Xpress) or "Package" (InDesign), this copies and collects all linked fonts and images into one folder.
• Please label any disks or files submitted with a job name or reference to prevent any confusion with other artwork.
• We recommend that where possible, you produce your artwork at actual size. Please ensure everything including image resolutions is in proportion to the final output size.
• We advise that you may want to avoid putting text across joins or folds. If this is unavoidable and compromising to your design, please ensure that joins fall between letters or words.

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## Imported Graphics

All imported or placed artwork should be in CMYK colour mode - Raster images (e.g. photos, Photoshop files) should be a minimum of 300 dpi at actual printed size. We prefer raster images to be uncompressed TIFF or EPS format. Please do not submit or place JPEGs or other compressed formats.

If you have used clipping paths please use EPS format files instead of TIFF. Do not use the clipping path facility in Quark XPress, as this can produce unreliable results. Create clipping paths in Adobe Photoshop and save the images in EPS format before importing them into your document. Any clipping masks created in vector graphics can remain as they are.

For vector graphics (including Adobe Illustrator and Macromedia Freehand), we recommend that your vector artwork should be saved in EPS format.

## Fonts

Please supply all the fonts that you have used in your artwork including any used in imported or placed graphics, and include both printer and screen fonts where applicable.
To avoid font issues when using Adobe Illustrator or Macromedia Freehand, convert all text to outlines or paths. It is also good practice to save your original file separately before converting, as you will not be able to edit the text once converted to outlines/paths.

## Colour Usage

To avoid colour variations all work should be produced using CMYK colours only, unless you are requiring special Pantone inks or Whites which should be named correctly on all imported or placed graphics, gradients, filters, effects. If you are importing any graphics from Adobe Illustrator or Photoshop please check the colour mode is set CMYK not RGB, all embedded colour profiles will be preserved.

If you choose to have your artwork Litho printed please ensure that all Pantone colours and special inks are correctly labelled with the correct ink name including Whites and Spot UV's.
If you are using our digital print service we only use CMYK process and we are unable to exactly reproduce specific Pantone or spot colours. If your artwork contains a Pantone colour and you require accurate Pantone colour matching, we advise you to refer to a Pantone Solid to Process guide. However, this is not guaranteed to be 100% accurate. We can advise on a case by case basis when you call.

## Overprinting

Make sure you also check for any overprinting errors within your artwork. You can do this by cycling the 'overprint preview' view on Acrobat or your art program or by using the InSite separation tool in Smart Review.

## UV Printing

Although most of the standard settings for standard printing will also apply to UV printing, there are a few minor differences that need to be pointed out.
• Ink Saturation - Avoid maximum ink saturation of more than 250%. Dot gain on non porous material needs to be minimised and reducing the total amount of ink applied will help significantly.
• Solid Blacks - To avoid 'muddy' solid blacks, we recommend that you set up your blacks as 100%K and 50%C. Please don't include any other colours in your blacks.

## Artwork Templates

Artwork templates are available to assist you in the preparation of your artwork. Please call us to discuss the package you are using and we can supply an appropriate template.

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# Lenticular Artwork Guidelines

If you have any queries regarding the preparation of lenticular artwork, please call our lenticular specialist for friendly, practical advice on 01773 767361.

- All images for the same graphic must be supplied at 300 dpi minimum. When creating Flip/Animation Lenticulars, each frame of the animation should be supplied on a separate layer in a layered Photoshop file (.psd);

- All images for the same graphic must be the same size and resolution;

- All files must be in CMYK or RGB format;

- When creating a layered 3D image finished psd files must be saved with all the layers in the right order and named;

- When cutting out images from one picture, to create foreground, mid-ground and background the space that is left must filled with a matching colour or texture… Imagine the object you have just moved onto a separate layer, if it was never there in the first place, what would be behind it?

- The file(s) must be sent to us the correct size for your application, we can not resize them once they have been interlaced;

- Avoid plain and white backgrounds as they can cause "ghosting";

- We recommend 2 – 5 frames for an animation graphic.*

- When using text we recommend bold fonts and contrasting colours to ensure maximum clarity. In 3D work, try to avoid adding a lot of depth on text, as this can make it hard to read. Minimum font size is 12pt, any smaller text will be distorted.

- If you are choosing a Flip animation, which way do you want it to flip? Simple changes are often the most effective, flip images work best when moved "top to bottom." "Left to right" flips are possible but are more prone to ghosting.

* The amount of information that can be held in a lens depends on the lens structure, some lens arrays are more suited to animation, whilst others are more suited to 3D work. Contact us to discuss what kind of lens you should use.