

File setup guidelines



Supported Software Packages - Mac (preferably) and PC

Quark Xpress

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

All files need to be setup as CMYK.

NOTE If artwork is supplied in an unsupported package such as Microsoft's Word, PowerPoint or Publisher, then transference will be charged at the current hourly rate.

Format

- Please use Quark Xpress or Adobe InDesign to build your page layouts
- Always 'link' elements between your layout packages and your support files - do not embed them. If there are any issues with the supporting files then we will be able to directly edit them.

Size

- Set up your files at full size where possible or in a correct proportion - half scale, quarter scale etc. (A sizes DO NOT scale easily between certain sizes A4>A3 etc.)
- Set up files with 3mm bleed on all edges. All prints are digitally cut, so this bleed ensures accuracy.

Fonts

- Please supply all fonts (screen & printer) when using Quark Xpress or Adobe Indesign. The job collection functions in Quark Xpress and Adobe Indesign can now collect everything we need.
- Always try to convert 'fonts to curves' in support files where possible eg in Adobe Illustrator.
- Never use the 'stylizing' tools in Quark Xpress, these changes are not supported in printer RIPs and will be ignored thus converting to the plain version of the font.

Colour

- Please advise ACT if you wish to match a specific Pantone colour. ACT will then endeavour to match to that colour as closely as possible. It sadly, may well be impossible to match to certain Pantone colours due to the limitations of CMYK printing and the make up of Pantone inks.
- Avoid using percentages/tints of Pantone colours, try to choose a separate Pantone colour instead.
- For best colour matching always try to select your Pantones as Pantones (PMS) Coated.

Photographic Elements

When creating image elements please set up at 75dpi at 100% for general images. If the image contains text then this resolution should increase to 150+dpi at 100% as any pixellation is much more noticeable around the edges of text.

- All bitmap files, from Photoshop etc., must be flattened and converted to CMYK and saved as uncompressed TIFF or EPS. JPEG compression will cause a loss of image quality and unflattened files can cause RIP errors.
- Images, when imported into layout programs, should be cropped to the correct size where possible.
- Any image clean up should be done by viewing the 'actual pixels' in the 'view' menu to ensure the best quality output.

Please Do Not...

- Do not use Quark's in built gradients, they will unfortunately band. Recreate in Photoshop and import.
- Try not to use Illustrator's gradients, these too may band. Again, recreate in Photoshop and import.
- Try not to use the Transparency and Shadowing features in Illustrator, Quark and Indesign where possible as these functions can cause RIP/print errors.
- Do not forget to flatten your layered Illustrator files, again unflattened files may RIP/print incorrectly.
- Do not interpolate small bitmap files up to large ones as the quality will not scale with the resolution.
- Try not to send logos as bitmap files [especially those stolen from websites], logos should be vector files with fonts converted to outlines.

Artwork Supply

- "Collect for Output" when using Quark (collect fonts) and "Preflight" in InDesign (fonts will be collected).
- Please supply all elements in their native format.
- If colour matching is required in Photoshop then please supply the layered files so that we have access to change elements if required.
- Please supply a colour proof - this will be for content only, not colour matching.

Due to the superior quality of the printers now used at ACT, it is important to note that the quality of output is directly related to the quality of input. Thus, please supply the best quality, highest resolution files that you can!

Should you have any questions concerning the enclosed then please do not hesitate to contact your ACT Sales Representative or 0845 074 0100