



PRINT READY FILE REQUIREMENTS

Irving Design + Print is happy to accept the files containing your printing project artwork. A 30 minute window of prepress time is included in your quote to allow for preflighting and plate preparation of your files. However, due to the diverse types of page layout software packages available, fonts and image formats, we ask that you carefully follow these suggestions below to avoid extra charges and lost time on your print job. Please feel free to call our office on (08) 8582 1266 with any questions or concerns.

PDF FILES are our preferred format for receiving artwork but must be supplied properly for printing purposes. We are limited in the changes we can make to PDF files therefore any alterations may be referred back to you and you must supply a new file. We cannot be responsible for the quality of images reproduced in PDF since we cannot control the colour space, colour correction and resolution used. For best results, use Adobe Distiller or Adobe PDF printer to create your PDF. Always use 'Press Quality' settings. 'Screen' or 'Standard' will result in poor quality reproduction and in some cases we simply cannot print from them and will require you to resupply the file. Applications which allow you to 'Save As' or 'Export' to a PDF must be treated with caution. PDF files should have all fonts embedded, images resampled to 300dpi, lineart to 1200dpi - which is preset when using the 'Press Quality' settings.

MICROSOFT Word, Excel, Powerpoint and Publisher documents will be saved as PDF and run as is. We officially do not support these applications and cannot guarantee the printed product will be to your satisfaction. Microsoft applications work in an RGB colour space therefore cannot be colour corrected or adjusted to match colour requirements. If we are required to make your Microsoft file a spot-colour job, there will be an extra charge based on the time it takes to do so. Please also ensure your document page size is the page size to be used for printing. 'Letter' is often the default page size instead of A4 when creating a new document.

NATIVE FORMATS WE ACCEPT:

ADOBE INDESIGN - We accept native InDesign documents for PC up to version CS4. Please supply your document as a Package which will automatically bundle all links and fonts in to the one folder.

ADOBE ILLUSTRATOR - We accept native Illustrator files up to version CS4. Please convert all type to Outlines where possible.

ADOBE PHOTOSHOP - We accept PSD files up to version CS4. File resolution should be at least 300dpi.

PLEASE NOTE: *Photoshop is not a page layout application, it is an advanced image editing package. It is highly recommended that you use InDesign or Illustrator to create your document where possible. There may be an extra charge for time in preparing documents for output which have been created in Photoshop.*

QUARK XPRESS - We accept native Quark Xpress documents for PC up to version 7.

COREL DRAW - We have limited support for CorelDRAW. When supplying Corel files, please also include an EPS and Press Quality PDF incase we experience difficulties with the native file. Please convert all type to Outlines where possible.

INCLUDE ALL PLACED/LINKED IMAGES, both vector and raster with your file. Please also supply any embedded images incase editing is required.

INCLUDE ALL FONTS, both screen fonts and postscript. Also include fonts that have been used in linked PDF's or EPS elements. Where possible it is advisable to convert fonts to outlines/curves.

HARDCOPY PROOF should be supplied with your files so that we know that the file we have received matches yours. If you have emailed your file, please include a low-res PDF that we can use for proofing purposes, but please ensure that the PDF matches the way you intend your file to print.

PROCESS (FULL) COLOUR JOBS: All art (vector and raster) must be CMYK. There will be a charge for us to convert from RGB or spot colours if required.

SPOT COLOUR JOBS: All vector art must be spot colour. There will be a charge for us to convert from CMYK or other colours if they have not been set up appropriately. Raster images may be colourised TIFF or duotone. RGB or CMYK raster images CANNOT be converted to more than one spot colour (i.e. an RGB image that might look duotone on screen or spot colour will not separate correctly to spot colour and cannot be converted successfully to the required spot colours and look the same).

SPOT COLOUR SETUP: When setting up your document with spot colours, please ensure that only one spot colour is used through all associate documents and images. It is common for multiple colours to end up being used (i.e. PMS302C, PMS302U).

RASTER IMAGES: All contone images need to be at least 300dpi at 100% as used in the document. **Images pulled from the internet are only 72dpi and WILL appear pixelated and fuzzy when placed in your document.** Even upsampling the image to 300dpi will not increase the quality of the image. For full colour printing, all images must be CMYK, for single colour (including Black and White) printing, all images must be Greyscale. Raster images should be saved as TIFF format, JPEG format will result in a degradation of image quality as it is a lossy format.

LINEART - 1 BIT TIFF: Must be at least 1200dpi at 100% to reproduce cleanly.

RICH BLACK is used for solid background in large areas of black ink on process colour jobs. Create rich black using 50% Cyan and 100% Black and save the colour in your document as a process colour, not a spot colour.

FILE PREPARATION: PDF's should be supplied as single pages, no crop, registration or printers marks. PDF page

size to include 3mm bleed all around if applicable (i.e. an A4 page which requires bleed will have a PDF page size of 303mm x 216mm, even if only one edge has bleed).

TRI-FOLD BROCHURE ARTWORK: Panel sizing for A4 trifold brochures folded to DL are 100mm front panel, 100mm back/centre panel and 97mm fold in panel. File to be supplied on A4 sized page with 3mm bleed off edges if bleed is required.

NCR BOOKS WITH TEAROUTS: Please allow at least 30mm margin between the bound edge and the perforation. This makes it easier for the end user to hold the book open and write in the back half of the book.

MARGINS: We have trimming variance of +/- 1mm. It is advisable to have at least 2-3mm margin from the edge of the document page to your artwork area.

BLEEDS should be AT LEAST 3mm from the outside edge of the finished document size. If your document requires bleed and no bleed as been allowed, there will be a charge to manually add bleed to all pages. Images must have enough extra area to satisfactorily bleed off the edge and still see all the image you want on the page. If this is not the case, we may need to enlarge the image enough to allow bleed or edit the photo to create the bleed required - this can be a time consuming task.

COLOUR MATCHING - We do not colour match, colours can vary from day to day, press to press, stock to stock.

Varnishes and laminating can also affect the colour output. In CMYK printing, many PMS spot colours and colours in RGB (bright greens and blues) can not be reproduced satisfactorily in CMYK printing. If your job requires matching of colours to another pre-printed job, please discuss this when placing your order.

COLOUR PROOF: Included in your quote is the option to receive a hardcopy colour proof for you to check that everything is correct. The colours in your proof will only be a representation of how your finished print product will look, due to the different printing process of the proof and stock used. For colour critical, or very large jobs a press proof may be recommended. Please discuss these options when ordering your job.

DISCLAIMER: Whilst all care is taken in checking your files for file related errors that may reduce the quality of your job, we can not accept responsibility for files that are not print ready and all jobs supplied as print ready will be printed as supplied. We can not be held responsible for typographical, colour or layout errors.

TECHNICAL INFORMATION:

Print Screen Ruling: 175lpi

Colour Spaces: RGB - Adobe RGB 1998. CMYK: US Web Coated (Swop) v2

Recommended Colour Settings:

D-min: 3%. D-max: 97%. Black Ink Limit: 97%, Total Ink Limit: 320, GCR Medium, Dot Gain: 10%

GLOSSARY OF TERMS:

PDF	Portable Document File - Format created by Adobe for encapsulating a documents fonts, images and layout from a native application to a universally accessible file format.
DPI	Dots Per Inch - A measure of how many pixels there are in a square inch of a raster image.
RGB	Colour space used by transmissive type displays - i.e. Computer screens, televisions etc.
CMYK	Cyan Magenta Yellow and Black. Ink colours used for full colour printing.
CS4	Adobe Creative Suite version 4 software.
Vector	Format which store the lines, shapes and colours that make up the image as mathematical formulae as opposed to pixel based like raster.
Raster	An image made up of pixels in a grid format defined by it's DPI, i.e. contone images (photographs).
Contone	Continuous tone images - i.e. photographs and other images which the colour and tone varies across the image area.
EPS	Encapsulated PostScript - File type for vector and specialised raster images (such as duotones).
TIFF/TIF	Tagged Information File Format - File type for raster images - lossless format (does not degrade).
JPEG/JPG	JPEG - Joint Photographic Experts Group - File type for raster images - lossy format (quality degrades).
Spot Colour	A single colour of ink. A job may consist of a number of different spot colours, i.e. Red & Blue. Spot colours are usually defined by a PMS colour code.
PMS	Pantone Matching System - An international standard for labelling and reproducing colours. PLEASE NOTE: Many PMS colours can not be reproduced satisfactorily in CMYK printing. If you require a specific PMS colour in your CMYK job please discuss this when placing your order.
Duotone	An image that is made up of only two colours, i.e. a sepia photo is made up of black and orange.
Lineart	A black and white image that has no grey pixels. Saved as a 1 bit TIF file. These files can be colourised in applications such as InDesign, Quark, Illustrator etc.
Bleed	Artwork which flows off the edge of the page.
Hardcopy	A printed copy on paper of your artwork.
D-min & D-max	The lightest and darkest part of an image - D=Density.
GCR	Grey Component Replacement - a process of removing neutral CMY inks and replacing with black.
Dot Gain	The amount of growth in the printed halftone dot during the offset printing process.