

Artwork Guide for the Digital Press

Acceptable File Formats

As we use Apple Macintosh workstations for all our digital artwork production, it is preferable to receive media that is formatted for the Apple Macintosh. We can however read PC formatted media, and if you should need to supply media in this format, please contact us in order that we can recommend formats that we can use, other than those listed below.

Program File Types

-  Adobe Illustrator version 9.0
-  Adobe Photoshop version 6.0
-  Quark Xpress version 4.0
-  Macromedia Freehand version 8.0

Generic File Types

In addition to the file types associated with specific programs, we can also accept files of the following types:

-  JPEG*
-  TIFF*
-  PICT*
-  EPS

*Please note that these file formats are not readily modified, and will be printed as provided.

If you find that your software cannot save or export in a format listed, please do not hesitate to contact us.

Hard Copy

If possible, please provide us with a hard copy of the artwork. A print or Adobe Acrobat PDF file is acceptable if sending electronically via ISDN or email.

File Inclusions

-  Please format artwork files in CMYK format. Convert Pantone colours to CMYK.
-  Ensure that linked files and fonts are integrated into the file, and if possible, placed on a separate layer. Please provide both screen and printer fonts. If fonts are provided as 'outline', these cannot be edited in future.
-  Please do not include any files, which are not part of the final artwork, as this only serves to make file sizes larger, and create more work prior to printing.
-  The bleed should be outside of the cutter line by a margin of 1.5mm.
-  Page size should be as near to the label + bleed as possible.
-  Cutter marks should be placed on a separate layer where possible, to ensure ease of removal.
-  Blacks (including text) should be set to overprint.
-  Extra instructions should be printed to hard copy and included with the artwork, or written to a text file. Extra information may be: colours, radius of corners, supplementary instructions.
-  Scanned artwork should be 300dpi, at full scale.

Media and File Transmittal

Files can be transmitted by the following methods of storage and transmittal.

-  3.5" Floppy disc (1.44MB or 720K)
-  Zip Disc (100MB only)
-  CD-ROM
-  DVD-ROM
-  DVD-RAM
-  ISDN on (01925 420777)
-  Email: digital@spectrumlabels.demon.co.uk

If there are is any further information that you require prior to supply of artwork, please do not hesitate to contact us on: Telephone: (01925) 445332, Fax: 01925 445778, or email: digital@spectrumlabels.co.uk.