

Our handy guide to supplying artwork



Please call **Rebecca Miles** or **Michelle Gallon** on **01635 521 654** if you have any queries regarding artwork.

If you are unable to provide artwork to the specifications below, just give us a call and we can advise you further. Our Apple Print Creative team offer a full design service at competitive rates!

If WE are designing your project...

please supply any relevant images and artwork.

Your artwork checklist:

- COLOURS** must be set to CMYK.
- IMAGES** (and photos/scans) can be provided as a JPEG, TIFF, EPS or PDF but not embedded into a document.
- LOGOS** are preferred as an EPS or vector file.
- RESOLUTION** of images/photos/scans must be at least 300dpi at actual print size.
- FONTS** should be specified or provided. If we do not have your required font, they can be purchased at an additional charge.

If YOU have designed your project...

please provide a 'print ready' PDF.

Your PDF checklist:

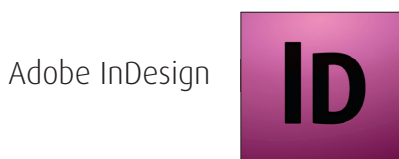
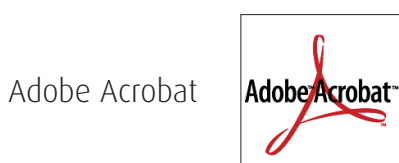


- QUALITY** must be saved as 'High' or 'Press'.
- COLOURS** must be set to CMYK.
- RESOLUTION** of images used must be at least 300dpi at actual print size.
- FONTS** must be embedded.
- BLEED** must be included at 3mm all the way around the page size.
- PAGES** must be single (particularly if spreads have been designed) and saved into one document.

Please note

- The quality and colour matching can not be guaranteed if artwork is supplied in any other format (for example microsoft word, publisher or powerpoint).
- The colour presented on screen will not necessarily match the final printed product.
- File formats such as PICT, WMF, BMP or GIF may be supported in your page layout application but they are not suitable for high quality colour printing.

The software our creative team use:



Simply upload your files at www.appleprint.co.uk

Some helpful info

How to save as a PDF

From Adobe InDesign

- File > Adobe PDF Presets > High Quality Print > Name your file
- Save as PDF (It's always best to view and have a final proof read of your PDF at this stage)
- Upload your file to our website

From Adobe Photoshop

- File > Save As > Name your file
- Choose Photoshop PDF in the 'Format' options
- Save as PDF (It's always best to view and have a final proof read of your PDF at this stage)
- Upload your file to our website

From Adobe Illustrator

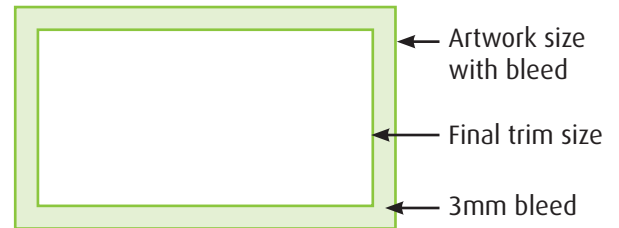
- File > Save As > Name your file
- Choose Adobe PDF in the 'Format' options
- Save as PDF (It's always best to view and have a final proof read of your PDF at this stage)
- Upload your file to our website

From QuarkXpress

- File > Export > Layout as PDF > Name your file
- Choose 'Press - High Quality/High Resolution' in the 'PDF Style' options
- Save as PDF (It's always best to view and have a final proof read of your PDF at this stage)
- Upload your file to our website

Our mini glossary

BLEED Extended areas that extend beyond the 'trim' or the final finished size of the page. Without a bleed, we will find it near impossible to finish a job accurately and white edges may show where the pages are cut.



CMYK Cyan, Magenta, Yellow and Key (black). Printing requires this colour mode to create superior printing to that using RGB (Red, Green, Blue). Many digital cameras produce RGB JPGs which we will happily convert for you, but you will need to check you are happy with the colour conversion.

DPI Dots Per Inch refers to the number of dots produced by a printer.

EPS Encapsulated Postscript. These can easily be re-scaled without loss of detail.

JPEG Joint Photographics Experts Group. JPEGs compress the file size, which means it is crucial to ensure images are set at 300dpi or higher.

PDF Portable Document Format. This is the most popular file type for transferring files between computers, regardless of their systems (ie PC to Mac).

TIFF Tagged Image File Format. It is cross-platform compatible and retains better image quality than a JPEG.

Vector These images are defined by mathematical formulae rather than built from pixels. This means they can be reproduced at any size without degeneration in image quality.

If you have any other queries, we will be more than happy to help! **Call 01635 521 654**

Simply upload your files at www.appleprint.co.uk