

## 1. Lay out artwork

### Resolution of graphics and images

- Photos, images and graphics: at least 250 dpi, preferably 300 dpi
- Greyscale and colour images: 250dpi
- Line art 1200dpi  
Line art (e.g. text with a small point size and symbols) should be laid out with a resolution of 1200 dpi to avoid a “saw tooth” effect. This occurs because line art, in contrast to other images with fluid transitions, shows hard colour edges and high contrast
- Posters 200dpi.

### Colours/Colour modes

- CMYK colour mode
- Greyscale
- Spot colours (HKS): ensure that the colour names are entered correctly. To prevent stained surface of your product you have to create the spot colour area as ‘leaving blank’ and not as ‘overprinting’ if another process colour (CMYK) is placed above the spot colour
- If you have not selected a superior artwork check, documents in RGB mode will be automatically converted to CMYK mode. I do not accept any liability for any resulting colour deviations
- Please do not use mixed colours (4c) for black texts, but use 100% black choosing the K-channel for black fonts
- I do not need (or accept) pre-separated files

### Size

- Always apply artwork full size (open original end format incl. trim)
- Orders without superior artwork check with too big or too small artwork will be scaled automatically to the ordered size (without bleed). This can cause a negative effect on the resolution and the quality of your artwork. Please note that the scaling does not include the bleed.

### Cropping

- Ensure that there is a surrounding bleed of 2 mm (that is 2 mm on each edge)
- Position contents (text/images) min. 3 mm from the edge of the end format. When ordering desk or wall calendars and brochures with spiral binding please position contents min. 15 mm from the side on which the calendar will be bound
- Position background graphics and images which are supposed to reach the edge of the page within the cropping area
- Keep shingling in mind when placing images and texts in brochures
- When choosing brochures with perfect binding, position contents (texts and important design elements) at least 10mm away from the spine and do not use images that override pages.

### Fonts

- Convert font into paths / curves or embed it completely. This is especially important for fonts problematic to print, such as “Kalinga”, since this may lead to errors in print images.
- Make sure you set the correct font size for your product (at least 6 pt)
- Make sure there is sufficient contrast between the background and font colour.

### Lines

- Do not use hairlines - all lines should be at least 0.75 pt wide
- Lines which are too thin will automatically be increased to a printable size, which will make lines set at 0 pt visible.
- Do not use frames as layout limits, as these can be partially truncated by machine tolerances.

## Multiple-side documents

- Create bound products (brochures, cd booklets etc.) as individual sides. Save consecutive individual sides in a PDF document (no double sides) or compressed in a ZIP or RAR file
- Give individual files clear names (e.g. Sample brochure s1, Sample brochure s2...). The assignment of side numbers is based on the file identification. A sorting based on the side numbers in the file will not be done
- Exception: Create documents with multiple sides which are separated by folding (folded leaflets, covers for brochures) in a file next to each other, i.e. pre-assembled
- Please lay out brochures with perfect binding as follows:
- Inner sides: as consecutive, single sides in one file, beginning with the right side (side 1) and ending with the left side
- Cover: in a file with two sides (inside and outside cover) including the spine, allowing for the appropriate spine thickness
  - Side 1 = outside back cover (C4) + outside spine + outside front cover (C1)
  - Side 2 = inside front cover (C2) + inside spine + inside back cover (C3)

## UV-Coating

- If you opt for a one-sided UV coating, please make sure you name your print data carefully and clearly identify the page(s) to be finished with the UV coating
- Send your print data in multiple documents (one document per page), please name the document unequivocally, e.g. "Job Number, page 1, UV coating". If you send your print data in a single document (one document all pages), then the first page in the document corresponds to the front and the second to the rear page.

## 2. Save artwork

### File formats

- Use closed formats: PDF, JPG, TIFF, EPS, PS (PostScript).
- PDF/ X-standard (PDF/ X3-standard or PDF/ X1a-standard)
- As a basic principle, keep compatibility 1.3. (i.e. use of PDF-Version 1.3; Acrobat 4.0 compatible) in mind
- Reduce TIFF files to one layer
- In the case of PDFs which are created in CorelDRAW, there may be an inaccurate representation of colours. Please therefore only use CorelDRAW to create JPEG files.

## Multiple-side documents

- Ensure that the files are described clearly (e.g. order number s1, order number s2,.....)
- Where possible, combine products with multiple sides into one PDF document
- You can also transfer your files in compressed format as a ZIP or RAR file
- Please always deliver brochures with perfect binding in two files:
  - Content file: consecutive single sides in a PDF file and
  - Cover file: imposed file with two sides (outside and inside) including the spine.

## 3. Transfer artwork

### Standard Artwork Check

Our "Standard Artwork Check" is always included and the following will be checked:

- if your artwork is provided in a closed and correct file format (PDF, JPG, TIFF, EPS or PS)
- if the number of pages is correct
- if your artwork is provided in the correct size.

# Tim Myerson Design

We will scale your artwork automatically to the desired size (without bleeding) if the provided size is incorrect.(only if possible/proportional) Please note adjustments to the size, especially when scaling up the artwork (e.g. A6 to A4) can cause a decrease in the resolution and furthermore no bleeding will be added.

Please ensure that:

- your artwork is pre-assembled in case you have ordered folded leaflets with more than 4 sides
- for brochures please make sure you clearly identified the cover (and spine if chosen)
- perforation lines have been indicated and you have checked whether they can be produced
- one colour (black) print artwork is provided as greyscale
- HKS spot colours have been laid out and named correctly (if spot colours were ordered)
- the artwork for colour print is provided as CMYK **note:** your artwork will be converted automatically into CMYK if it was supplied in RGB colour mode or with spot colours - please note that the conversion can cause colour variation
- all fonts are embedded.

I will contact you immediately by email if your artwork presents any major problems but note that the conversions of size and colour mode, if required, are processed automatically and not flagged as a problem. **Important:** where you provide artwork I will not check if the page sequence of your artwork is correct.

## Superior Artwork Check

Use this "Superior Artwork Check" if you are uncertain whether your artwork meets all the requirements and if a suitable quality product can be produced from it. For a small fee of £40.00, I will arrange for professional pre-press staff to carry out a review of your artwork files on the basis of the following checklist (these are additional to the standard artwork check):

- are there any layers or transparencies in the artwork files (Advice: can be avoided if you provide a PDF 1.3 compatible with Acrobat 4.0)?
- has a 2 mm bleed been provided?
- has the correct type of fold been chosen and does the layout match the position of the folding lines (when ordering folded leaflets gate fold, letter fold, z-fold, landscape or portrait)?
- if there is enough space between letters/graphic elements and the border (at least 3 mm)
- is your artwork provided in CMYK colour mode?  
If it hasn't I will get in contact with you. At your express request I can convert your artwork into CMYK, however this may result in colour variation
- is the image resolution sufficient (at least 250 dpi, posters at least 200 dpi, line art 1,200 dpi)?

If your artwork presents any of the problems mentioned above I will contact you by email. Please note that no automatic conversions/adjustments will be made. Please also note that I do not check if the page sequence of your artwork is correct.

## Galley proof

Please be aware that a galley proof, if ordered, will be delivered as a digital print and with no further processing on 80 gsm offset paper. It is therefore not colour consistent and will not be printed on the stock specified on the order. The maximum format for a galley proof is A3 so galley proofs for products which are larger than A3 (e.g. advertising posters and posters) will be produced in A3 format.

If you have ordered a galley proof it will be sent by First Class by Royal Mail. Delivery time is 6-10 working days.