

C & W Artwork Specifications

PREFERRED FORMATS

- PAGEMAKER (MAC & PC)
- QUARKXPRESS (MAC)
- INDESIGN (MAC)
- ILLUSTRATOR (MAC)
- PHOTOSHOP (MAC)
- PUBLISHER (PC)
- PDF/EPS/JPEG/TIFF FILES
- MICROSOFT WORD (MAC & PC) - Single Colour Only

GENERAL INFORMATION

- Colour proof must be supplied with all artwork.
- Please provide a 2mm bleed around all sides.
- Please avoid placing text within 3mm of edge.
- Please avoid using borders within 3mm of edge.
- Provide a printed hard copy so we can see if anything has gone wrong with your file.
Frequently fonts cause problems and we cannot see what this is if we have nothing to go by.

IMAGES/PHOTOS/LOGOS

We require all images to be supplied at 300 dpi. Images should be sized between 90% and 110% in its layout application.

- For 4 colour process all images & colours should be CMYK (NOT RGB).
- For spot colour work all images & colours should be spot colours (NOT CMYK).

FONTS

- Please include all fonts with your file OR convert all fonts to curves. A list of fonts used in the job is also helpful.
- Bold & Italic: Use only if Screen and Printer fonts can be supplied. Do not use the Quark Type Style menu.
- Fonts do not need to be supplied for PDF files.

MEDIA

- MAC or PC formatted CD's or floppy disks are preferred, we also accept ZIP 100 disks

EMAILING

- When emailing a job please also fax your order and a printout of the job.
- Give details of type of job eg. Business Card or Brochure etc, Single or Double Sided, Full Colour, Spot Colour or Greyscale, Matt or Gloss, Folding or Flat & Paper Weight etc.
- Maximum file size is 8 meg when emailing.

IT IS IMPORTANT TO FAX OR SEND A PRINTOUT OF THE JOB ALONG WITH THE ORDER.
YOUR JOB WILL NOT GO AHEAD UNTIL WE RECEIVE THIS.

Any queries please call: (02) 6351 4806