

waringcollins

digital artwork



Preparing your digital artwork couldn't be easier. By following the simple instructions opposite you can be assured of the best results. We prefer your artwork as a press-ready PDF but if you cannot produce your own then we can accept any of the formats listed here. For further advice on digital artwork preparation please contact:

WARING COLLINS LIMITED

143 New Court Way

Ormskirk Business Park

Ormskirk Lancashire L39 2YT

Telephone: 01695 571197

Facsimile: 01695 570760

Email: repro@waringcollins.com

www.waringcollins.com

DIGITAL ARTWORK SPECIFICATIONS

Waring Collins uses the latest Apple Macintosh i-Mac G5 computers and can only guarantee results from genuine Macintosh-based digital files.

HI RES PDF FILES:

Hi-Res PDF files can be created either directly through your desktop application or via Acrobat Distiller. Either way the file must be saved in its highest resolution possible and must follow the guidelines below:

1. All fonts to be embedded (no True Type fonts).
2. Colours to CMYK/Greyscale. Do not use RGB.
3. All spot colours must be converted to CMYK.
4. All images should be TIFFS or EPS – not JPEG.
5. OPI not to be included in the file.
6. Use Binary Encoding – not JPEG encoding.
7. Artwork must include crop marks and 3mm bleed.

FILE FORMAT:

If Hi-Res PDF files are not available then we can accept artwork in the following file formats. Remember to include all fonts and graphics that have been used in your artwork. Fonts must be Mac OS and Postscript (not PC or True Type) and EPS files should have all fonts converted to outlines:

Quark Xpress 6 (or below)

Adobe InDesign CS1

Adobe Illustrator CS1

Adobe PhotoShop CS

Files will not be acceptable in the following applications: Corel Draw, Microsoft Word, Microsoft Excell, Microsoft Publisher, PageMaker, FreeHand.

MEDIA:

Wherever possible we would prefer all digital artwork to be sent via e-mail to the following address repro@waringcollins.com

However, we can also accept artwork saved to CD-R and DVD disc and posted to Waring Collins at the address opposite.

COLOUR PROOFS & MOCK-UPS:

A proof should be produced from the digital file supplied and accompany the artwork so that we can see exactly how the job should appear. For multi-page documents and complex folding, such as brochures and booklets, we will require a mock-up to illustrate the page sequence and final appearance of the design.

IMPORTANT ADDITIONAL INFORMATION:

Waring Collins will print using the industry acknowledged Pantone colour matching system for spot colours and use our own colour bar system for producing full-colour print. Careful colour control on our printing presses enable us to produce precision colour reproduction to the highest standard.