

Artwork Guidelines 2016

ACS Swan Express Print only considers artwork to be print-ready if it meets the following requirements and no further adjustments are required in-house. To avoid additional costs to your printing please check the requirements below and contact us if you need further clarification.



ACS
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Design, Label & General Printers

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MARGINS, BORDERS, BLEED & CROP MARKS

Artwork considerations



Print-ready artwork



- **Margins:** Any essential text or graphics must be at least 3mm inside the trim edge for business cards and labels and 5mm for all other work. Allow extra room on the corners if the job has rounded corners.
- **Crop Marks:** Include print marks as the artwork requires, i.e. crop marks, fold, perforation etc.
- **Bleed:** If you have images or a background colour that runs off the edge of the page it is very important that you make your artwork go beyond the finished trimmed size to avoid white edges on the job when it is guillotined. A minimum of 3mm bleed is required for general work, 5mm for saddle stitch work, presentation folders or signage.
- **Borders:** A minimum thickness of 4mm is required for borders on the page edge.
- **Drill Holes:** Drill hole margins should equal the size of the drill hole, e.g. a 5mm drill hole must be at least 5mm in from the trim edge.

COLOURS

- Please specify whether the job is to be printed in CMYK and/or spot colour.
- All spot colours need to be clearly specified with their Pantone (PMS) numbers.

- If trying to match a particular spot colour on a 4 colour process job, please advise us when ordering but be aware that not all spot colours transition well to CMYK.



- If the artwork contains transparencies it **MUST NOT** contain multiple colour modes (i.e. RGB/CMYK/spot colour). Please convert everything to CMYK.

IMAGE QUALITY

- If you supply low quality artwork or images that is what you will get. Professional printing requires 300dpi (dots per inch) to achieve visually sharp, clear quality. What looks OK on your computer screen or on the web may not be suitable for professional print. If you are not sure, check with us first.

MICROSOFT OFFICE ARTWORK

- Supply all Word/Excel/Powerpoint & Publisher documents as PDFs.

Note: Microsoft Office applications are not programs designed for the print industry and the final product may differ from the original artwork. These programs operate in RGB mode which is a web format as opposed to digital print which is CMYK so colours may not print as expected. Artwork supplied in RGB black will count as a colour copy when printed unless it is converted to process black.

SUPPLIED FILES

- Print-ready PDF files (PDF/X-1a:2001) are preferred with colour images downsampled to 300dpi, embedded fonts, bleed and trim marks but we also accept InDesign, Photoshop and Illustrator files packaged complete with all linked images and fonts.
- Ensure that documents containing transparencies are converted to CMYK.
- Text must be set in Process Black NOT Rich Black to avoid registration problems. It is best to avoid any tints or transparencies in fine text for the same reason. Reversed text should be no smaller than 8pt.
- Gradients must have a minimum dot of 2% (e.g. 100%-2% NOT 100%-0%)
- Ink coverage maximum 280-300%.
- **Labels:** Vector art is preferable. Ensure all fonts are outlined/converted to paths and any linked images are embedded.
- **Signage:** Ensure all fonts are outlined/converted to paths and any linked images are embedded.

EMAIL

Email artwork to: info@acsswan.com.au or upload large files to <https://www.hightail.com/u/acsmart>

VECTOR ART VERSUS RASTER/PIXEL ART

Unlike JPEGs, GIFs, and BMP images, vector graphics are not made up of a grid of pixels. Instead, vector graphics are comprised of paths, which are defined by a start and end point, along with other points, curves, and angles along the way. A path can be a line, a square, a triangle, or a curvy shape. These paths can be used to create simple drawings or complex diagrams. Paths are even used to define the characters of specific typefaces.

Because vector-based images are not made up of a specific number of dots, they can be scaled to a larger size and not lose any image quality. If you blow up a raster graphic, it will look blocky, or "pixelated." When you

blow up a vector graphic, the edges of each object within the graphic stay smooth and clean. This makes vector graphics ideal for logos, which can be small enough to appear on a business card, but can also be scaled to fill a billboard. Common types of vector graphics include Adobe Illustrator, Macromedia Freehand, and EPS files. Many Flash animations also use vector graphics, since they scale better and typically take up less space than bitmap images.

File extensions: .AI, .EPS, .SVG, .DRW

<http://techterms.com/definition/vectorgraphic>

EXAMPLE: ACS Logo screen view



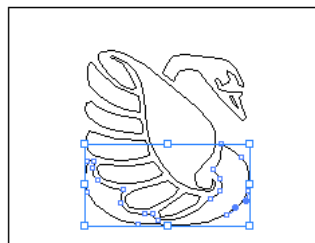
ACS Logo jpg



Raster art — enlarged jpg consists of pixels instead of lines. Artwork cannot be manipulated.



ACS Logo vector



←
Vector lines can be selected and manipulated



Vector art in outline mode — clean sharp lines, selectable artwork which can be scaled up or down & still retain quality.

RGB vs CMYK

RGB is used for computer monitors and the web. It has a very different colour spectrum to CMYK (4 colour process) which is used for printing. Basically RGB has a wider colour gamut, is the preferred option for many Adobe filters and is better for colour correcting photos and artwork. However the final artwork will need to be converted to CMYK for

print. This is where colour issues arise as the CMYK colour gamut is more limited and some RGB colours don't convert well.

ALWAYS keep your original RGB files and create a separate set when converting to CMYK as once the files are converted there is no going back.