

How to supply
your artwork
to us in a
print ready format

The logo for Richprint is a 3D cylindrical object with a blue top and bottom and a yellow middle section. The word "Richprint" is written in a blue, bold, sans-serif font across the yellow section.

Richprint

Artwork formats we accept

Apple Mac

QuarkXpress
Photoshop
Illustrator
InDesign

PC

QuarkXpress
Photoshop
Illustrator
InDesign
CorelDraw

Microsoft Word*
Microsoft Publisher*
Microsoft Excel*

* Black & White and Full Colour only.
Spot Colours are not supported by
these Microsoft applications.

Acrobat PDF

We accept complete artwork as a PDF in accordance with the following specification:

- Images to be **CMYK** and high resolution (at least 300dpi - see pages 5 & 6)
- 3mm bleed allowance to be included (see page 4).
- All fonts to be embedded within the document (see page 7).

For guidance on how to create PDFs from your design application, please refer to the application's User Guide.

IMPORTANT

Please always send us the native file from your application plus any images, graphics and fonts used, and make sure it is clearly labelled. To avoid confusion **it is vital that your disk contains only the relevant files you want printing.**

We're always updating our software and hardware, so if your application or media type is not listed, please call us.

Formats

- CD or DVD
- Email (files up to 10mb)
- ISDN
- Upload files to Richprint Website

Document sizes

A1 page size: 594x841 mm

A2 page size: 420x594mm

A3 page size: 297x420mm

A4 page size: 210x297mm

A5 page size: 148x210mm

A6
page size: 105x148mm

1/3rd A4
page size: 210x99mm



Business/Credit Card
page size: 85x55mm

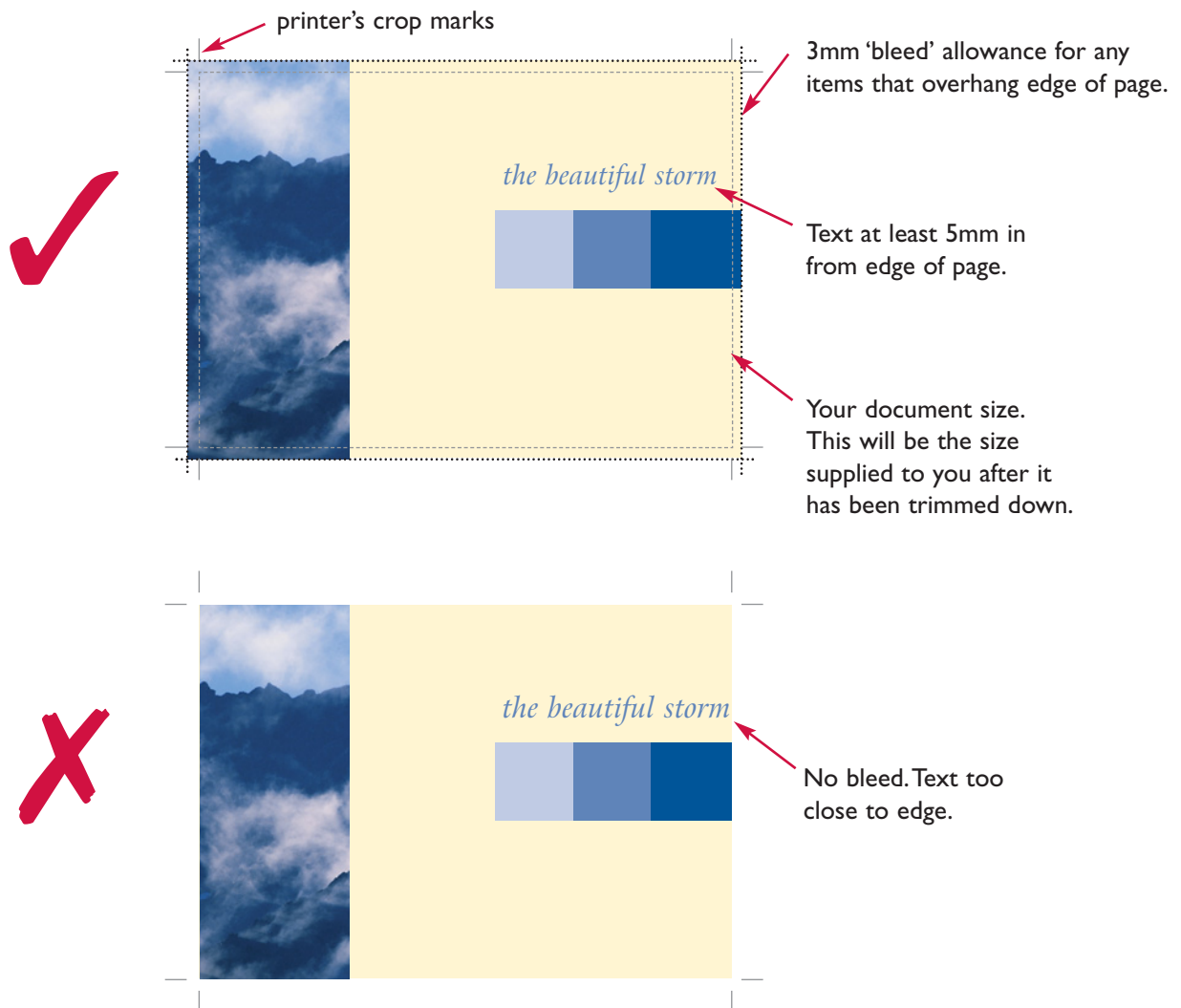
BLEED ALLOWANCE - 3mm all round

What is bleed?

Bleed is a very important element that must be taken into consideration when creating your artwork. Your design may incorporate images or colours that run off the edge of the page.

Any items 'bleeding' off the page should be extended to overhang by a minimum of 3mm off each edge. We would also advise that text and borders be at least 5mm in from the edge of the page.

Including bleed is essential for finishing and guillotining purposes and will eliminate any unprinted gaps on the edge of the document when it is trimmed down to size.



Picture quality

For the best print quality we recommend you supply all photographs and images at 300dpi at the size they are to be printed. If you can only provide images at 72dpi they must be at least 4 times the size you want them to appear in your publication.

Please supply images as either TIF, JPEG or EPS files and avoid files such as GIF, BITMAP and Internet pictures, as these formats are not high enough quality for printing.

We are only able to reproduce your picture at the quality you provide - we cannot improve on the quality of your image. Be aware that lower resolution images can look good quality on screen but may appear blurred when printed.

To check the quality of your image, open it in your standard photo editing package. Most software allows you to check the size and resolution of your picture, this can usually be found in one of the drop down menus.

If you have taken your photo on a digital camera please ensure the camera has been set on the highest quality setting. Do not downgrade the quality of the image before sending it to us.

Example: A 3 million pixel camera will provide a suitable photograph to be reproduced as a high resolution image up to A5.



This is how a high resolution image will print on our press



This is how a low resolution image will print on our press

CMYK & RGB Colour

Your computer, scanner, digital camera and monitor create and view images using combinations of just three colours, Red, Green and Blue (RGB).

Printing presses use four different colours to print these images - Cyan, Magenta, Yellow and Black (or 'CMYK' - also known as Process Colours).

At some stage of production, RGB images must be converted to CMYK.

Conversions from RGB to CMYK are best done in packages such as Photoshop and preferably you should do this before sending your file to us. If you are unable to convert your images yourself, when we print your file our process will apply a standard profile RGB to CMYK conversion which may make the colours look different to your original file.



This sample shows how an RGB image may view on screen.



This sample shows how the same RGB image converted to CMYK may print on press.

Font usage

All fonts that are used in your document must be included with your job.

**Postscript printer and screen fonts for Mac.
True Type fonts for PC Windows.**

If you are going to 'cross platform' ie. from PC to Mac, remember that fonts don't travel well! Check that we have the same font and provide a hard copy of your artwork. Be aware that a font may have several versions and these can have slight differences that may cause problems such as reflowing of text and missing words.

Larger text may be converted to paths, curves or outlines if you are not supplying the fonts with your artwork.

If you are supplying finished artwork in PDF format please ensure **ALL FONTS ARE EMBEDDED** when saving to this format.

DO NOT...

- Use '**Multiple Master**' (**MM**) or '**Metric**' fonts as these are not compatible with our process.
- Use **underline, shadow, strikethrough** or any other effect from a 'text effects' menu.

fonts

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Checklist

Please use this checklist to ensure your file is supplied correctly.

Should you have any further questions on supplying your artwork please call us.

Page Size/Layout

- Product page size is correct
 - Appropriate bleed is included
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Images

- All images are converted to CMYK and saved as TIFF or EPS files (without compression)
 - Photos are scanned at 300dpi at 100%, Line-art images are scanned at 800 to 1200dpi at 100%
 - Any alpha channels are removed and images are flattened
 - All linked/placed TIFF or EPS files are supplied
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Colours

- All colours are converted to CMYK and maximum ink coverage is no more than 300%
 - All tints are more than 10% each of CMYK
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Fonts

- All screen and printer fonts are supplied
 - No Multiple Master or Metric fonts are used
 - No effects from the 'text effect' menu in Freehand or QuarkXPress are used
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Format/Files

- Design is created in an application we accept
 - Design is saved as the native file from the application
 - Design is supplied on a media type we accept
 - Only files required for this job are included and clearly labelled
 - PDFs are CMYK, high resolution, with bleed and all fonts embedded
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Other

- No texture/patterned or postscript fills have been used
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**A mock-up or hard copy is supplied
and the design works on a functional level**
