

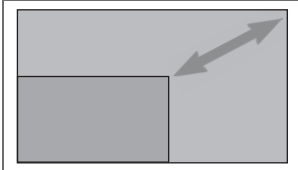
Artwork Guidelines/

All you need to know about submitting artwork
Support: If further assistance is required please contact studio@evention-uk.com. Alternatively call 01633 283 833



Supported Software Packages (Mac & PC)

Supplied in PDF format (Preferred), Adobe Indesign, Adobe Illustrator, Adobe Photoshop, Quark Xpress. Please use Adobe Indesign or Quark Xpress to build your page layouts. Always 'link' elements between your layout packages and your support files, do not embed them.



Size

Set up your files at full size where possible or in a correct proportion. (Half scale, quarter scale etc). Set up files with 3mm bleed on all edges. All prints are digitally cut, so this bleed ensures accuracy



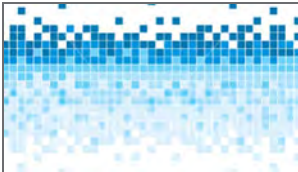
Fonts

Please supply all fonts (screen & printer) when using Adobe Indesign and Quark Xpress. Always try to convert 'fonts to curves' in support files where possible. Never use the 'stylizing' tools to Quark Xpress. These are not supported in printer RIPS and will be ignored converting to the plain font.



Colour

Please advise us if you wish to match a specific Pantone colour. We will then endeavour to match to that colour as closely as possible. Avoid using percentages/ tints of Pantone colours; try to choose a separate Pantone instead. For best colour matching select Pantones (PMS) Coated.



Photographic Elements

Please set up resolution at 75dpi at 100% for general images. If the image contains text then this should increase to 150+dpi at 100% as pixelation is much more noticeable with edges of text. All bitmap files, from Photoshop etc, must be flattened and converted to CMYK and saved as uncompressed TIFF or EPS format.



Please Do Not...

Use Illustrator or Quark's in-built gradients, they will unfortunately band. Recreate in Photoshop and import. Don't forget to flatten your layered Illustrator files. Un-flattened files may RIP/ print incorrectly. Interpolate small bitmap files up to larger ones. The quality will not scale with the resolution



Artwork Supply

Use "Preflight" when using Indesign and "Collect for Output" in Quark Xpress. Please supply all elements in their native format. If colour matching is required in Photoshop please supply the layered files. Please always supply a colour proof. This will be for content only, not colour matching.