

artwork



If you require any clarification on any topic, please contact our Technical Dept. on 01297 444665 - we're here to help.

layout & template files

Artwork should be setup 20%, 25%, 50% or actual size. Please indicate scale within file name and on any proof, print, CD, email or purchase order.

- We can email scaled template (PDF, EPS or Quark) files (25%) for all pop-up display systems and banner stands - please call Sales on 01297 444665 or email sales@c-s.uk.com with your request.

photo scans & images

Images should be provided at a minimum of 300dpi @ 25% (size-for-size taking into account magnification) and saved in CMYK format. TIFF file formats are preferred but we also accept images in any other formats including JPG and EPS. Care should be taken when providing images in other formats as compression can reduce final print quality.

bleed

No bleed area is required unless stated on the PDF or Quark template file.

In Quark documents, please ensure that an image within the image box does extend to the very edge. Occasionally we notice that when working with layouts at 25% it can be difficult to see exactly where the image finishes. We recommend using a red box infill colour that is easier to spot when the image is magnified on the computer monitor before saving.

colour

We recommend using Pantone® or RAL colour swatches rather than relying on screen colours. If you use screen colours as a guide, ensure that your monitor is correctly calibrated.

Whilst every effort is made to match specific Pantone® & RAL colours, it is not always possible to match specific colours when using CMYK printers. If colour is critical please supply a reference.

logos

All logos used should be EPS vector files (these can be magnified to any size without degradation of quality). If you do not have an EPS version, we can create a replica copy from a JPG or TIF file supplied (subject to sight of file - approximate studio charge £45 plus VAT). The EPS file can be forwarded to you for subsequent print requirements.

artwork charges

Our in-house studio is fast and efficient. Studio time is charged at £45 plus VAT per hour.

We have access to a huge library of images and backgrounds and an experienced team of designers.

PDF proof files are emailed to you for approval or amendment.

As a rough guide, banner stands take 1-2 hours and pop-up displays 2-4 hours. We only charge for the actual time taken, so if you approve after receiving the initial proof file, you will only be charged accordingly (e.g. for half an hour's work).

fonts

When collecting files for output, please ensure that all fonts used are included (automatically collected in Quark5, 6, 7 & CS 1,2 and 3). Experience has shown that whilst fonts may use the same name, slight variations do exist. Therefore we advise you not to rely on fonts from another source but to send fonts with finished artwork.

Fonts used in Illustrator, Freehand, InDesign and CorelDraw can be converted to boxes/curves before saving to output and therefore no font files are required. To do this, select all and then convert in one action (usually from the 'Type' or 'Style' menus).

media

We can accept files saved on:

- CD
- USB Storage - returned immediately after saving to our network
- Email - send to sales@c-s.uk.com (ADSL wide band width connection for fast file transfer) - MAXIMUM FILE SIZE 40Mb
- Web upload. Use www.yousendit.com. Its easy to upload your file(s) - 1Mb - 100Mb, free of charge, 100+Mb chargeable. We will be notified by email when your file(s) are ready to be downloaded.

Mac applications

We can accept files saved in:

- Adobe Illustrator versions 5 - 10, CS, CS2 and CS3
- Adobe InDesign versions 1.5, 2, CS, CS2 and CS3
- Adobe Photoshop versions 2.3, 3, 4, 5, 5.5, 6, CS, CS2 and CS3
- Corel Draw versions 6, 7, 8 and 9
- Freehand versions 3 - 8
- Quark versions 4, 5, 6 and 7

PC applications

We can accept files saved in:

- Adobe Illustrator versions 5 - 10
- Adobe InDesign versions 1.5, 2
- Adobe Photoshop versions 2.3, 3, 4, 5, 5.5 and 6
- Corel Draw versions 6, 8 and 9
- Microsoft Powerpoint versions 2200 and XP (requires transferring to graphics software - studio time charged)
- Microsoft Publisher versions 97, 98, 2000 and XP (requires transferring to graphics software - studio time charged)
- Microsoft Word 2000 and XP (requires transferring to graphics software - studio time charged)

colour reproduction & quality

Whilst every care is taken before and during the printing process, Creative Solutions will not be liable for any colour discrepancies, or poor quality image resolution, on finished products, where artwork is supplied by a third party. Screen calibration, and computer interpretation of colours and shading may mean that what is seen on screen may not be exactly replicated on the finished product. Customers are asked to provide hardcopies of the required artwork, if they feel this may be the case. It is the customers responsibility to ensure that suitable photos are used in artwork designs. Creative Solutions cannot be responsible for poor quality prints due to unsuitable image/photo selection.