

Artworking Requirements

Please provide all artwork to the specifications outlined below.

Programmes



Adobe InDesign CC
Adobe Illustrator CC
Adobe Photoshop CC
Adobe Acrobat DC

File Formats



Raster files should be supplied at, at least 150dpi at 100% scale, in jpeg format. (300dpi recommended)

For an explanation of Vector/Raster, please refer to page 2

Size



- All measurements preferred in metric (mm/cm/metres)
- 100% Scale (or 50%, 25%, 20%, 10% if required) - please inform us if your artwork is not at 100%
- Supply bleed as standard - minimum 3mm

Colour



- All colours supplied in four process, CMYK
- Pantone colours can be used for a matching reference and our RIPs / printers will interpret the closest four colour mix possible. If you have corporate colours you wish us to match to, it is always best to point this out at the time of the order and supply a colour match in the post.
- For cut vinyl, swatch colours may be used (please request samples if needed)
- Please do not mix CMYK with RGB or any other colour process. We cannot guarantee correct colours in this instance.

The Smaller Details

- Please outline all text / fonts (or supply necessary fonts)
- All annotations / cutter guides - coloured magenta and set to overprint in a separate layer
- Embed linked files such as logos and photos
- Make sure images are a true 300dpi when brought into native artwork
- Shimmers in solid areas of black may be advised depending on the machine output - please call if you are unsure.

If you have any queries, please feel free to contact our Artwork Department who will happily advise.

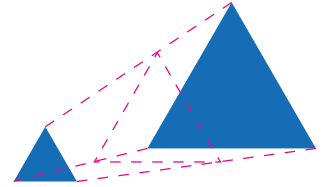
Artworking

Appendix

Below is a list of some of the terms/phrases used on the Artwork Requirements page.

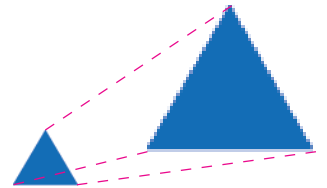
Vector:

Vector artwork uses points in a space, and can be scaled to any size without losing quality. For example, using the three points on a triangle, scaling the size increases the distance between each of the points.



Raster:

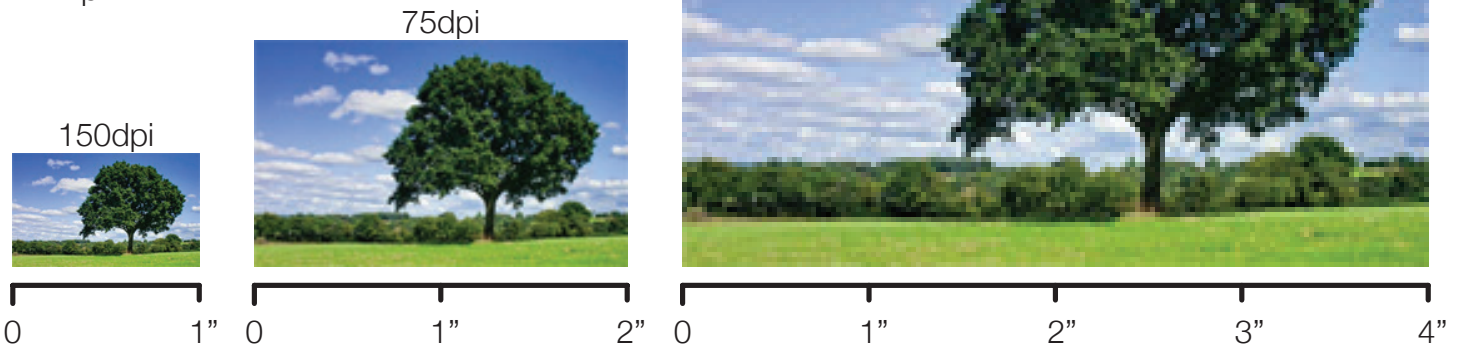
Raster artwork (typically photos or website logos/images) work as dots. Like a 'MegaPixel' camera, the higher the pixels (dots) the higher the quality. In printing we use DPI (dots per inch, explained below). The more dots in the inch, the less the naked eye will see them (typically 150dpi is ok to print). This then creates a limit to how big the artwork can be, before the naked eye can see the dots. A logo downloaded from a website for example, would have a lot less dots required for a large banner.



38dpi

DPI (dots per inch):

Briefly explained above, the more dots (or higher dpi) an image, the better quality it will print.



CMYK (Cyan, Magenta, Yellow & Black):

This is a four colour print process, mixing the four colours (or less) of ink to achieve the required colour.

RGB (Red, Green, Blue):

This is a three colour light process, typically used in computer, television and mobile phone screens. Different printers have different ways of interpreting RGB colours into printable CMYK colours.

Pantone Colours (PMS / Pantone Matching System):

Pantone Inc. created the Pantone Matching System using a vast collection of colours. These have been adopted as a universal standard for matching colour between printed substrates.

If you have any queries, please feel free to contact our Artwork Department who will happily advise.

Getting artwork to us:

There are various ways to get your artwork to us, and we have preferences which fit our workflow ensuring your order is received as swiftly as possible.

Under 10mb? Email

If your file(s) are under 10mb in size, then you can email files through to artwork@pmtdigital.co.uk stating your quote reference number and/or PO number in the subject line.

Over 10mb? Dropbox

If your file(s) are larger than 10mb in size, then you can drop your artwork into our dropbox:

<http://dropbox.yousendit.com/PMT-Digital>

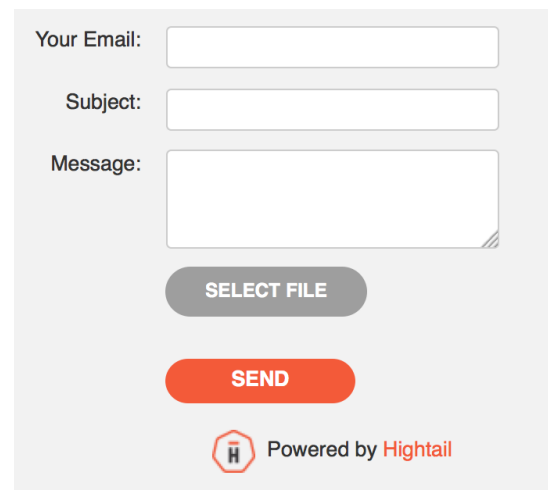
When uploading your file(s) please fill in

- Email Address
- Subject (include your job ref. or order no.)
- Message (any extra info you think we need to know)

If you need to upload more than 1 file, please can you make a compressed (zip or sit) file to speed data transfer both ends.

To attach more than 1 file click "Add another file"

Maximum upload size is 2GB.



The screenshot shows a web form for submitting artwork. It includes three input fields: 'Your Email:', 'Subject:', and 'Message:'. Below the 'Message:' field is a 'SELECT FILE' button. At the bottom of the form is a red 'SEND' button and a logo for 'Powered by Hightail'.

Post

Should time permit, we can accept DVDs/CDs/USB sticks via the post. Please address the artwork to: The Artwork Department, PMT Digital Ltd, 23 Burrell Road, St. Ives, PE27 3LE.

Don't forget to include with your artwork....

A purchase order, full details of the job (size, material, finishing etc), confirm the deadline for the order, confirm the delivery address(es), confirm if there are colour matches and let us know any other information you deem important or relevant.

If you have any queries, please feel free to contact our Artwork Department who will happily advise.