

## ARTWORK SPECIFICATION GUIDE

Please ensure all artwork for print is supplied in line with these specifications. Acrylic Design cannot accept responsibility for print errors or late deliveries where artwork has been supplied incorrectly.

### ❖ SET UP

Files should be supplied including bleeds. Print will be returned at the finished sizes. Please ensure all artwork is centred within the document page. Please ensure no excess artwork remains on the artboard.

### ❖ BLEEDS

All artwork must include a 3mm bleed on all sides, all text and images should be at least a further 5mm from the crop guides. Add full size cut marks to assist in cutting the graphic.

### ❖ RESOLUTION

All non-vector artwork should be supplied at a minimum of 300DPI. Any artwork supplied lower than 300DPI will print blurred.

### ❖ COLOUR

Unless specified all colour printing is full colour and should be completed and saved in CMYK process.

### ❖ TYPE

All fonts used should be embedded (PDF's) or converted to outlines (EPS, Illustrator). We can accept Mac fonts for Mac generated artwork.

### ❖ TRANSPARENCIES

If using the transparency functions in Illustrator and Freehand generated files transparencies must be flattened and the files then converted to PDF or bitmap (TIFF or JPEG) before supplying. Transparency in vector programs is still in its infancy and Acrylic Design can not accept any responsibility for any unwanted results if this is not done.

### ❖ OVERPRINT

Please ensure that no elements of the design are set to overprint unless specifically required. We cannot always check for this and it is likely to generate unexpected results.

### ❖ PHOTOSHOP FILES

Please save all Photoshop files as either uncompressed JPG files or Photoshop PSD files. All Photoshop files must be flattened prior to saving, PSD files saved with layers or containing vector information may not work correctly when the file is ripped and may generate unwanted results.

### ❖ COREL GENERATED FILES

Please convert all files generated in Coreldraw and Corel Photo-paint to bitmap files; (TIFF or JPEG). Saving Coreldraw documents as EPS files is possible but may alter the artwork - if you wish to do this please open the EPS files in Illustrator or Freehand to check they are as expected.

### ❖ ARTWORK ORIGINATION & SUPPLY METHOD

We advise that artwork is generated only in the following design programs; Photoshop, Illustrator and InDesign, Acrylic Design cannot accept responsibility for any unwanted results from artwork originally generated in any other package.

Artwork should be saved in PDF, EPS, TIFF, or JPEG format. Alternatively a Mac generated open application file can be supplied using one of the following applications (and previous versions). Please remember to include all fonts and images required:

Adobe Photoshop CS3  
Adobe Illustrator CS3  
Adobe InDesign CS3  
CorelDraw X4

Files should be supplied uncompressed wherever possible; Stuffit/Drop Stuff may be used to compress files if necessary.

Ideally artwork should be supplied on a CD. Artwork may only be emailed if the file size is less than 5 megabytes. All files over 5mb should be uploaded to our STP site, please phone first to arrange this.

CDs will not be returned unless specifically requested at time of order.  
We also do not hold any supplied artwork.

### ❖ ARTWORK SUPPLY ADDRESS

Post artwork to:

Acrylic Design UK Ltd  
3A/3B Shakespeare Ind Est  
Shakespeare Street  
Watford  
Hertfordshire  
WD24 5RS

Email all colour artwork to [richard@acrylicdesign.co.uk](mailto:richard@acrylicdesign.co.uk)

If you have any questions please contact Richard Jennings on 01923 241144