

Spot On Design + Print

Guide to Supplying Artwork.

Everything you need to know about supplying artwork files.

Artwork Files.

Press ready PDF - with fonts embedded
JPEG at least 300 dpi and set to CMYK.

Supplying PDF artwork.

We prefer all artwork to be supplied in **print ready** PDF format.

Correct preparation of PDF files.

When creating a PDF in Acrobat Distiller, there are job options that must be set for commercial printing. These include default resolution, compression settings and font embedding.

Please ensure you choose high resolution. Compression settings for colour and greyscale should be downsampled to 300dpi with "auto compression" set on high. Bitmapped (monochrome: i.e. line art) images should be set at 600dpi. Font embedding should be set to "embed all fonts."

Bleed. Make sure there is 2mm bleed all round the PDF, i.e. save the PDF with 2mm added to each measurement (example: for A4 finished size is 210mm x 297mm, save artwork as 214mm x 301mm).

Crop marks are not needed and must be left out.

Please ensure that all embedded images are CMYK files. RGB images will not print! Final print output is CMYK.

Sending artwork by email. Please address it to sales@spotonshop.co.uk with any relevant information regarding the job.

Maximum file size preferred by email is 20mb.

Further assistance: If you need any help with preparing or sending your artwork please contact us on 01253 603530