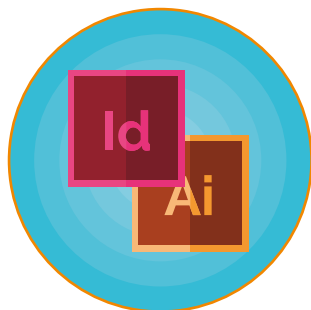


ARTWORK SPECIFICATION



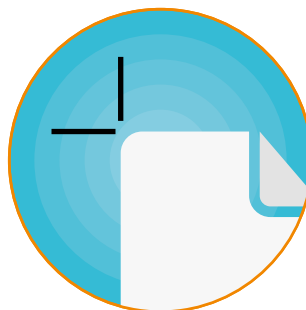
MAC OR PC

Primarily Mac but we can work with PC files.



SOFTWARE

Adobe CC 2018. Microsoft Office 365.



TRIM MARKS

Indicate the finished size of the printed item. We need them on supplied PDF files.



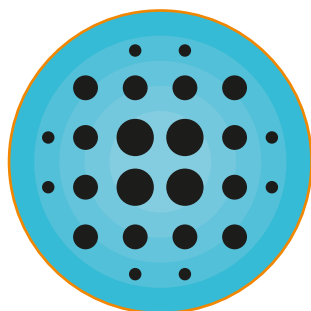
BLEED

3mm all round up to A2, 5mm up to A0. For large pieces of artwork such as pull-up banners 10mm.



CUTTER PROFILES

If your printed item is die cut we need the shape indicated on the artwork with a keyline. It should be shown as a spot colour labelled 'cutter profile' and set to overprint.



BLACKS

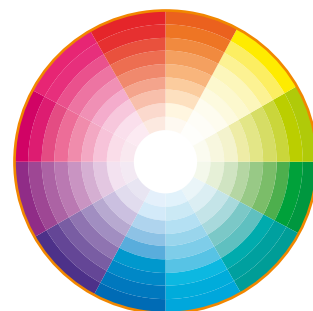
For small black copy set to 100% K only. If it is placed on a background design or image set it to overprint. Any large black areas would benefit from a 40% CMY boost.



SUPPLIED FILES

We prefer the original artwork files with all links and fonts (packaged). You could also send us a print ready PDF file.

Print ready PDFs should have **bleed** and **trim marks**. Make sure all fonts are fully **embedded** or **outlined**.



COLOURS

All print files should be CMYK. Any special colours should be clearly labelled and made a spot colour.

If you assign a profile we use 'Coated FOGRA39 (ISO 12647 - 2:2004)' as our standard, but we ask not to include a profile when outputting a pdf file. If you require an exact colour match you will need to supply a hard copy for us to match to.



CONTACT US - If you need to speak to us regarding any artwork issues please call 0115 951 2468 and ask to speak to studio or email studio@birchprint.co.uk.