

Artwork Specifications for Springfield Solutions

Guidance and directions to ensure that the correct artwork materials are provided to facilitate an effective repro treatment

[Date of Release: 18-06-2007]

General

Please ensure artwork is supplied in line with these specifications. Artwork received that is not in line with these specifications will be returned to its originators.

Springfield Solutions Limited may, at the request of client, modify received artworks that fall outside of specification, though this will be subject to a fee.

The “Perfect Package”

All submissions of artwork to Springfield Solutions should include the following:

- Adobe Illustrator CS2 EPS **or**
- Adobe Acrobat Hi Res PDF

Plus:

- Associated Hi Res Photoshop Images
- Lo res PDF (*if Hi Res PDF is supplied this is not required*)
- Hard Copy Proof for content & layout

Set Up

Files should be supplied in the correct cutter profile.

Please ensure all artwork is centered within the document page.

Please ensure no excess artwork remains on the document page.

Please supply only one job per file.

Resolution

All artwork should be supplied at a minimum of 300 DPI. Any artwork supplied lower than 300DPI may print blurred or pixilated.

PDFs should be set as follows:

- Overall resolution of 2540
- Individual line art resolution of 1200DPI
- Individual bitmap resolution of 300DPI

Colour

Please name all Pantone colours with the suffix “CV” at the end, i.e. PANTONE 123 CV.

Please delete all unused colour swatches from the colour palettes. Do not use Index or similar colours sets unless pre-arranged and please ensure artwork files do not contain embedded colour profiles.

Please note that it is unlikely that the colours shown by your monitor will be the same as is produced by the printing process, this is because a monitor displays in RGB and is subject to Balance and Contrast adjustments (like a TV). Please also note that a desk Inkjet or Laser printer will also not truly reflect the colours on the industrial scale printing press, as these printers are not calibrated to do so.

Type



Text set digitally should not be converted to paths (vectorised) as any future text amends will require fonts. We can accept Mac fonts for Mac generated artwork but cannot accept any artwork that requires PC fonts.

If Mac fonts are supplied please ensure all and only the correct fonts are supplied including both the postscript (printer) and screen fonts.

Fonts should not be renamed or modified. Please do not use the text display attributes (Bold, Italic, etc). Please use font families with suitable choices.

If a Hi Res PDF is supplied the Fonts must be embedded within the PDF.

The most frequent specification for minimum font size is 7-point. If you are required to prepare artworks with a smaller font, please consult Springfield Solutions in advance as there are some printers that can accept smaller font sizes. Any concession below 7-point font would require client approval.

For optimal text register, it is advised to create text from a maximum of two colours. This is particularly important when using reverse-out (negative print) text.

Again, should your brief require greater complexity, please contact Springfield Solutions in advance where advice can be given.

Transparencies in Illustrator

If using the transparency functions in Illustrator, they must be flattened before supplying the artwork to Springfield Solutions or before the creation of the PDF.

Photoshop Images

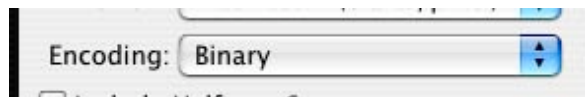
Please save all Photoshop files as Photoshop PSD files.

All Photoshop images should be supplied as CMYK and any Special Colours if agreed with the client in advance. Files should not be delivered in RGB.

The Photoshop image must be correct for the size required for the artwork including any printer specified bleeds and placed correctly within the artwork.

All Photoshop files must not be flattened prior to saving and please ensure that no ICC profiles have been embedded or tagged in error.

When saving images please ensure that Binary Encoding is selected in the save window.



Bar Codes

If relevant, please place all Bar Codes in the job at 100% magnification with no truncation. Please consult Springfield Solutions in any other circumstances.

Full details of client specifications for Bar Codes are available on request.

Proofs

All artwork should be supplied with a colour proof.

It is not anticipated that the proof should be "colour critical" insofar as proofing for colour will normally be concluded during the reprographic stage.

Where the proof is for content only a desk inkjet or laser output is sufficient.

In the exceptional circumstance that colour proofing is completed at the artwork stage, please advise Springfield Solutions at the beginning of the process so that proofing specifications can be shared. This will avoid potentially serious difficulties later in the development process.

Transfer Format

Artwork should be supplied by FTP accessible via our Virtual Transfer functionality in our web site.



All material delivered by FTP should be compressed by using the StuffIt or DropStuff applications before upload.

Full details of how to use the FTP functionality and to secure required authorities are available on request.

Under exceptional circumstances, we will also accept transfers of artworks on CD. Please inform us via email how materials will be delivered to us.

Re-supply of Artwork

We will pre-flight all artwork within 24 hours of receiving the files. If anything is found wrong with the artwork you will be notified so you to change it. Alternatively Springfield Solutions can amend the file but this will be subject to a fee.

If you need to amend your artwork and re-supply it you must email Springfield Solutions to arrange this and clearly label the re-supplied version.

Springfield Solutions cannot accept any responsibility if incorrect versions are used when multiple versions have been supplied with no written notification.

Artwork Supply Address

Please direct materials for the attention of the relevant Customer Service Representative at the following address:

Springfield Solutions Limited
Thomas Street
Kingston-upon-Hull
HU9 1EH
United Kingdom

Terms & Conditions

Standard terms and conditions apply to any relationship. A copy of our terms and conditions are available via our web site:

www.springfieldsolutions.co.uk

Technical Questions?

In the event of any technical questions please contact:



Julie Horne
Reprographics Operations Manager



+44 (0)1482 484717



jhorne@springfieldsolutions.co.uk

