Digital Artwork Preparation Guide

Files are accepted in the following applications:-

Adobe InDesign up to V5 (Creative Suite 3)
Adobe Illustrator up to V13 (Creative Suite 3)
Adobe Photoshop up to V10 (Creative Suite 3)
QuarkXPress up to V7
Freehand up to V10MX
(please note if Freehand or Quark is used an additional visual will be essential due to file conversion process)

Please follow these guidelines to ensure a problem free and speedy turnaround

1) All original files to be supplied where possible, Quark, Photoshop, Illustrator etc. No Postscript or Quark EPS's unless specifically agreed by ESP.

2) All fonts to be supplied (screen+printer).

3) Convert vector file fonts to outlines.

4) Final artwork width + height to be set to a uniform scalable size.

5) All duotone images to have a colour visual for colour matching purposes.

6) Please convert RGB files to CMYK. Make sure all greys contain black not just CMY.

	VUTEk 5300/Ejet	PressVu UV	SEIKO	HP Z6100
Solid Black Max ink	c60 m60 y60 k100 c80 m80 y80 k100	c0 m0 y0 k100 c50 m50 y50 k100	c20 m20 y20 k100 c50 m50 y50 k100	c40 m40 y40 k100 c60 m60 y60 k100
Resolution at Finished size	45-90ppi No greater than 200ppi	80-120ppi No greater than 200ppi	80-120ppi No greater than 200	110-160ppi No greater than 250

Please note Photoshop resolution is normally set to PPI not DPI

7) All colours should be Pantone or RAL specified within the digital file. Actual swatches for non Pantone or RAL colours should be supplied.

8) All PC Files to be saved in EPS format, and a visual must be supplied.

9) Please supply a visual/PDF showing finished dimensions and finishing requirements.

10) Allow for image bleed on far edges of banner especially if pole pockets are required.

11) If you wish to upload artwork to our FTP site, please phone prepress for username and password.