

Artwork

Artwork Services - Design can transform the life of you and your company it should be inspiring, exciting and challenging. We believe in converting your ideas and dreams into a realistic programme for a sustainable image. We are passionate about design and will work closely with you so the finished product is exactly what you want and reflects your company's products, services and ethos. Never underestimate the potential of your businesscard in someone else's hand. We help bring all your ideas together. Invest in your company's future with good design. It's not just new companies that should think about their image, existing companies can often benefit from a revamp of image.

When supplying artwork, please follow the instructions below and help us to make your job run smoothly.

Email - info@jenwoods.co.uk

All details, including delivery and printing instructions must be sent along with the attached files. If you have a designer sending files on your behalf, please forward them the details so that they can be supplied along with the finished artwork.

Disk

Please include a covering note or text file including your contact details, delivery and printing instructions. Disks containing urgent jobs should be sent using registered or Special delivery as 1st class post can take 2 to 3 days to reach us.

File Types

Wherever possible, files should be supplied as flattened, CMYK artwork at a minimum resolution of 300dpi in either JPEG, TIFF or PDF format. Vector files (Illustrator, Freehand, etc.) are prone to numerous bugs and should really be avoided as a format for finished artwork. If there is no option but to send vector files, please ensure that all fonts are converted to outlines. Be aware that when conversion or printing software errors occur there may be a charge for putting the files right. PDF files should be high resolution, without downsampling and should have all fonts embedded. Please avoid sending Microsoft Word documents for print as this is not a print ready application and extra charges will be incurred due to reworking unsuitable artwork.

Colour Issues

RGB Images may suffer from colour shifts during CMYK conversion prior to printing. It is therefore suggested that all files are supplied in CMYK colour mode as not all RGB colours can be reproduced with the CMYK printing process. When using large areas of solid black, the colour breakdown should be: 100% black 50% cyan. Black areas without cyan can cause ink saturation problems and should be avoided. It is also worth steering clear of 4 colour blacks as they prevent the inks from being raised too high and can cause other areas of colour to appear washed out.

Bleed

Bleed is a printers term for color that is printed beyond the finished size of a page. Due to the cutting process not always

being 100% accurate, artwork that spreads to the edge of the paper can sometimes leave unsightly white slivers of unprinted paper along the edge of the page. This can be avoided by ensuring that your artwork flows beyond the size required. If the background is white, then bleed is obviously irrelevant, it would however, be good practice to always supply finished artwork with bleed in place. We require that, where needed, a bleed of 2.5mm be used. Additionally, it would be a good idea not to place any text or important imagery too close to the finished edge.