



Supplying Artwork for Print

When supplying completed artwork we prefer to work with press ready PDFs that have all fonts embedded and with high resolution (at least 300dpi).

Correct Preparation of PDF Files

When creating a PDF there are job options which 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.

Extra care should be taken when creating PDF files in MS Word and Publisher.

We also accept the following formats:

- Quark Express – supply fonts and images
- Illustrator – fonts converted to outlines
- Freehand – fonts converted to paths
- Photoshop – layers flattened, at least 300 dpi, JPEG or Tiff
- Corel Draw – fonts converted to Curves then export as Illustrator AI
- Indesign - fonts converted to outlines

Logos and Graphics

If supplying a logotype or graphic please supply a high-quality original in either EPS, Tiff or JPEG format.

Image Resolution

Print media publishing requires that images are sent in the highest possible resolution. For printed artwork to look its best we recommend using graphics of no less than 300dpi in resolution. For this reason graphics downloaded from the internet are not usually suitable - using these will often result in pixelated print quality.

Best quality (300dpi)



Fair quality (200dpi)



Poor quality (100dpi)

