yeomans

**Your guide to supplying
artwork for print**

How To Supply Your Artwork

We want your artwork to make the right impression and create a great impact so we have produced this guide to follow when supplying artwork to us for printing, to help ensure the printed page looks as good as your design.

Any artwork that doesn't meet this specification may not reproduce correctly and Yeomans cannot be held responsible for any errors in the print quality that occur as a result of incorrectly supplied artwork.

(please note: other printers may provide different alternative guidance so please check that you are following the correct requirements for your piece of work)

Supplying Your Artwork

All artwork should be supplied as a print ready PDF ensuring that:

- **All artwork must be in CMYK format (this refers to the four inks used in some colour printing: cyan, magenta, yellow and key (black)) and images should be a minimum of 300dpi (see page 4)**
- **All designs that go to the edge of the page should include 3mm bleed with crop marks**
- **Any fonts used must be embedded in your PDF**

The specific user guide of your design application/programme will have more information on how to create print ready PDFs.

3mm bleed allows for images to come to the edge of the printed page

No bleed

Copy set 5mm in from the edge of the page

Copy too close to the edge of the artwork

Crop marks – this shows the printer where to trim the printed artwork

Print Resolution

For the best print quality, photographs, logos, and images should be a minimum of 300dpi (dots per square inch) when viewed at the size they are to be printed.

Artwork cannot be enhanced and images supplied at a lower quality will print at a lower quality too. Low quality images may look fine on screen but when printed they will appear pixelated or blurry.

Most digital cameras have a 'high quality' or 'best quality' setting – this should be used when taking photographs for printed reproduction. Images should not be downsized before use in your design.

High Resolution Files

This is how a high resolution image will reproduce.

Low Resolution Files

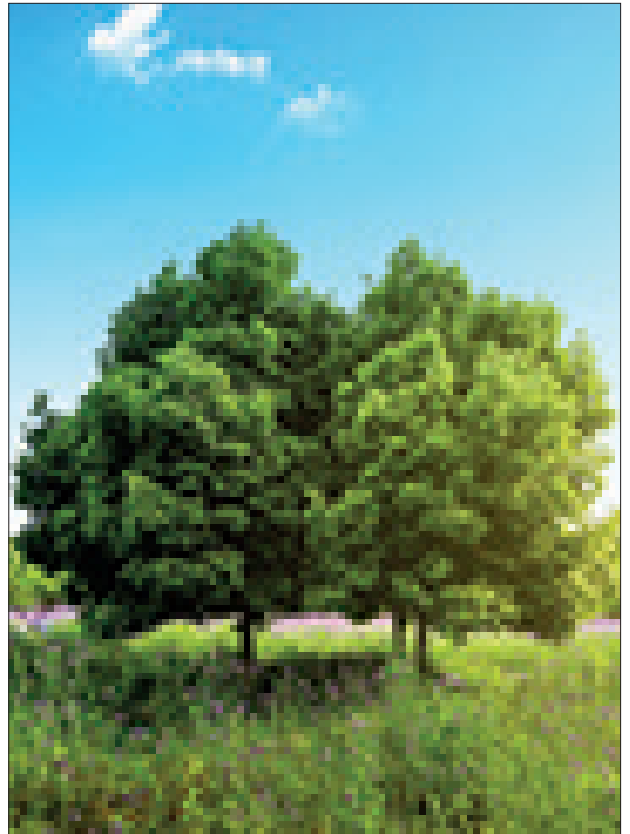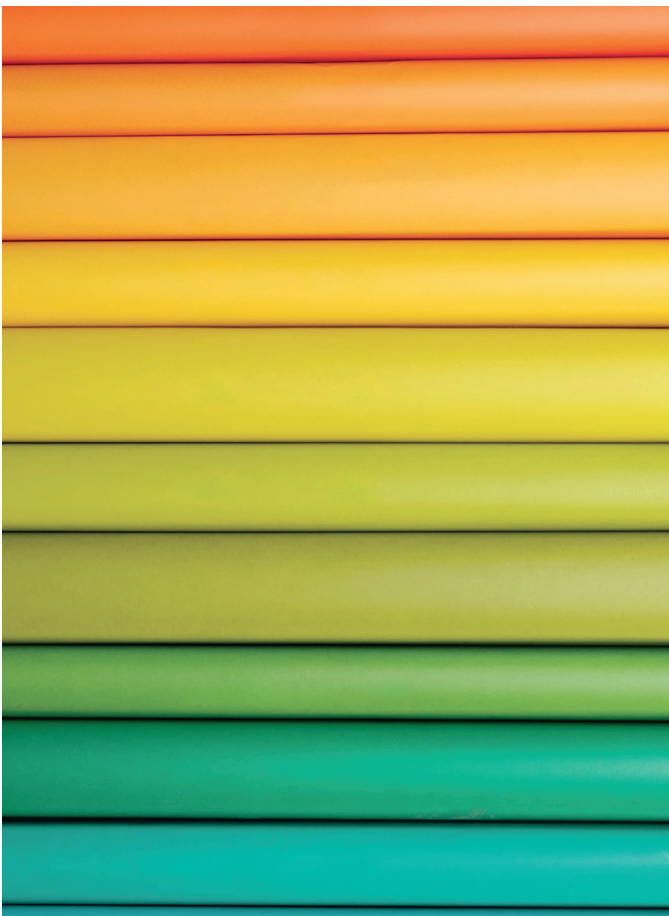This is how a low resolution image will reproduce.

Image Colours

Digital images such as you would see on your computer monitor or digital camera are most often created in an RGB format. This refers to Red, Green and Blue colours which are added together in various ways to reproduce a broad array of colours.
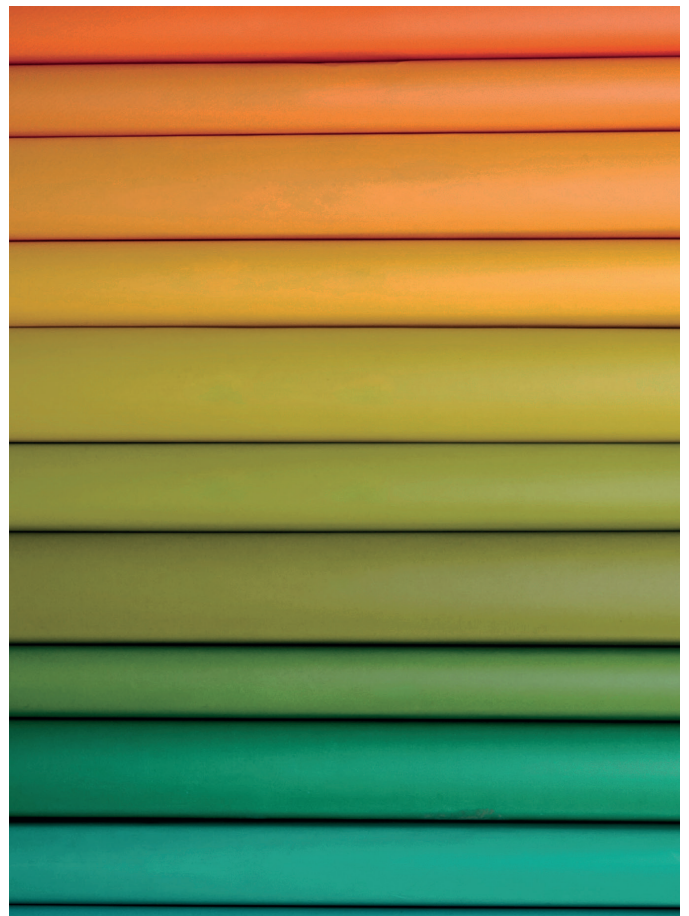
The printing process however uses a colour process known as CMYK.

Any artwork supplied as RGB will be converted to CMYK prior to printing and will therefore differ from your supplied design. For this reason we suggest you supply all artwork as CMYK.

Please do not supply images with 'spot colours' or 'Pantone®' colours without informing us that you would like to use them, as these will again be converted to CMYK.

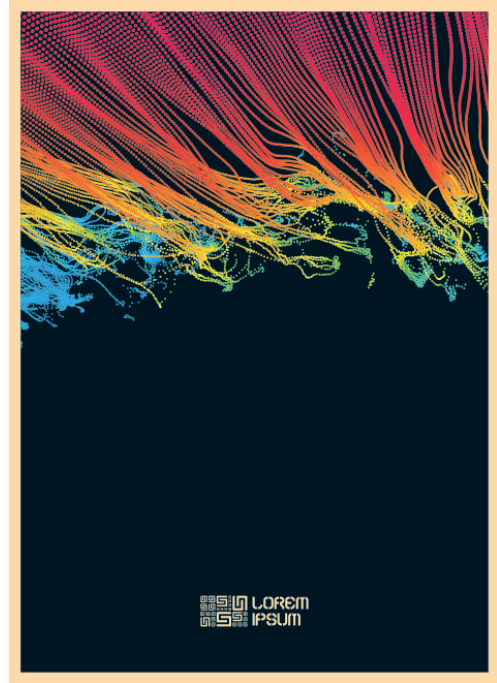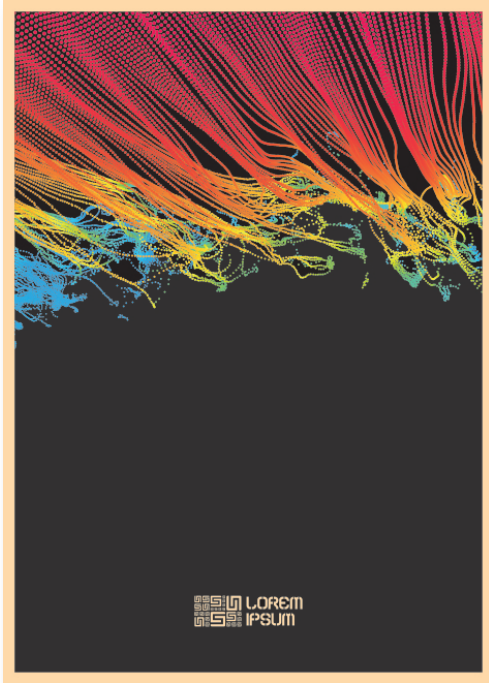

This is how an RGB image may view on your screen

This is how the same RGB image converted to CMYK may appear when printed

Technical Recommendations

Solid black colours can be further enhanced by adding a 40% tint of cyan to the colour palette.

Make sure that images or text are not set to 'overprint'. This will result in altered print results or images not printing on the finished item.

This is how artwork may reproduce using a normal solid black in the colour pallete.

This is how the same artwork may reproduce if the black was created using an added 40% tint of cyan.

Artwork supplied with no overprint on text or images.

This is how the same artwork may reproduce if elements have overprint applied.
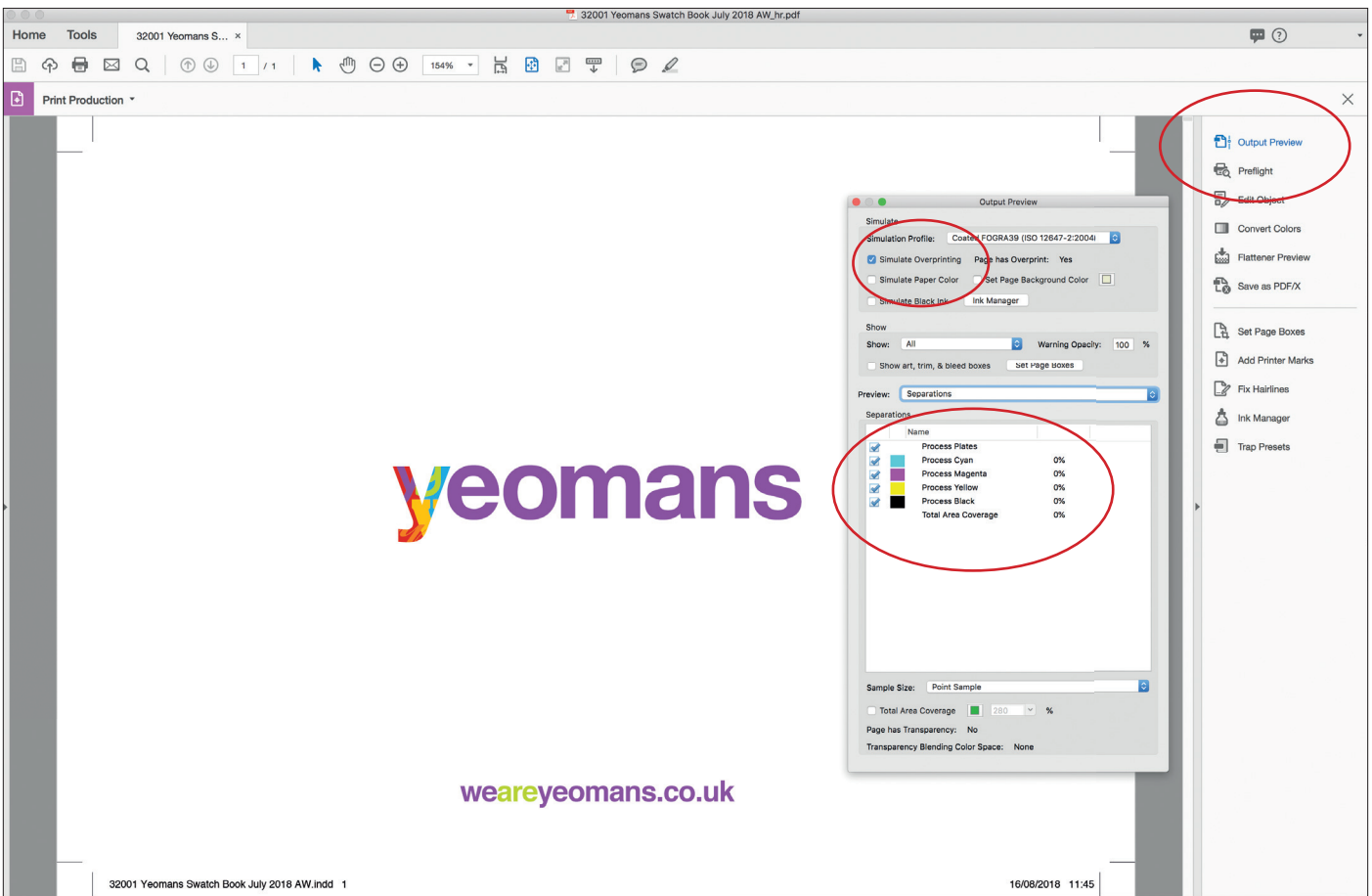
Acrobat Print Production

Accessing Adobe® Acrobat Print Production Tools, Output Preview and Preflight.

Output Preview

Within Adobe ® Acrobat Pro the **'Output Preview'** function allows you to check your file for potential issues such as:
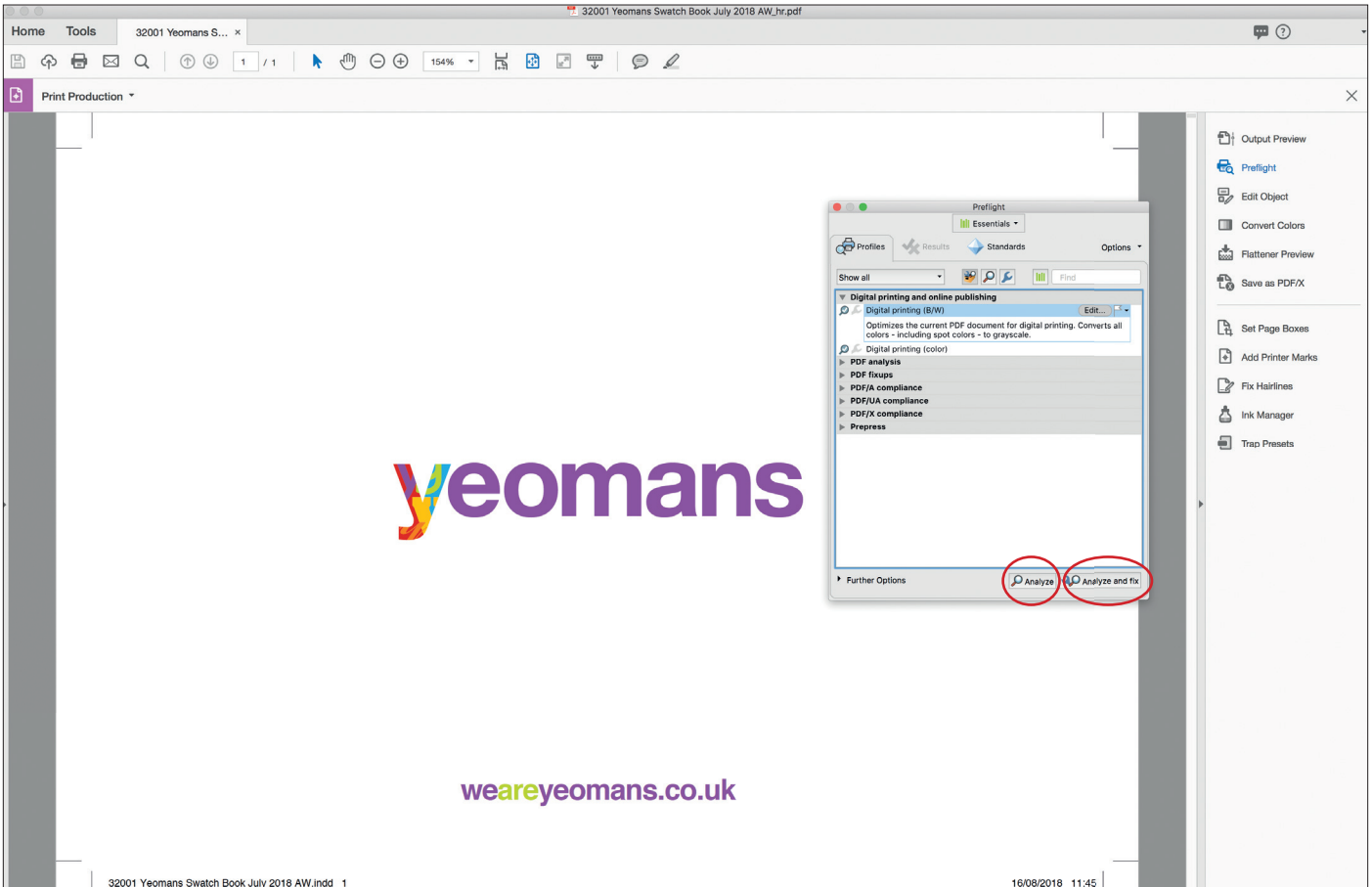
Colours, including spot colours
Total Area Coverage
Overprint

Acrobat Print Production

Preflight

This allows you to analyse your file after creation by either using **'analyse'** or **'analyse and fix'** tools built into Acrobat Pro and to then resolve any potential print issues.

Extended checking procedures

Further details on preflighting can be found on the Adobe® website at **https://helpx.adobe.com/acrobat/using/preflight-variables-acrobat-pro.html** which may help your designer to ensure that your artwork is print ready.

If you have any further questions or queries on how to supply artwork to us or you want to book in your next print job, then please do not hesitate to contact us and speak to your Account Manager on 01892 839280.

At Yeomans, our desire to support and resource others extends beyond our office doors. We've created a resources page on our website to provide a dedicated space to share marketing and fundraising tools, information and other resources which we hope you and your team will find useful.

You can check out our current resources page at **www.weareyeomans.co.uk/resources**. We're regularly refreshing it and adding new content so it's always worth taking a look!

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