

Artwork - Getting it Right

To save yourselves time, effort, frustration and to avoid poor quality issues please read the whole of this section most carefully. Preferred file-type for artwork is PDFs - Version 7, PDF 1.6 - (see section headed **Supply as PDF**)

RGB - additive colour

RGB refers to the primary colours of light, Red, Green and Blue, that are used in light transmission units like monitors, television screens, digital cameras and scanners. **This colour system CAN NOT be used for printing and no RGB pictures or colours are allowed in Lithographic jobs.**

CMYK – subtractive colour

CMYK refers to the primary colours for printing: Cyan, Magenta, Yellow and Black (also known as 'Key'). These are the ink colours used on the press in '4 Colour Process' printing. Achieved colours are directly related to the type of substrate chosen

Spot Colours

Spot colours, such as those available in the Pantone matching system can be used to give, a brighter saturation of colour, for line and tone work. Black, if used without Cyan, Magenta and Yellow, will also be classified as a **Spot** colour. (A job with 2 colours i.e. Pantone 202 and Black. Is a 2 colour job and will be costed accordingly) Achieved colours are directly related to the type of substrate chosen

Please read the sections on: 'Single Channel' or 'Duotone' pictures and the IMPORTANT NOTE: about 'White'

4 Colour Process

'Single Channel' or 'Duotone' pictures

'Duotone' pictures will not work in a '4 Colour Process' job! To achieve this effect first make your 'Duotone' picture and save it, then change its 'Image' 'Mode' to 'CMYK color' and 'save as' a new name. This new '4 Colour Process' picture can then be used in a '4 Colour Process' job and will give the 'Duotone' type of effect required.

4 Colour Process PDF files

For '4 Colour Process' jobs please convert all the 'Spot' colours to 'Process' in the colour list prior to generating the PDF file. **NOTE:-** Solid black areas 'K100' if these are not text will need to have 'C40' added to the black (**shiner**) to make the areas print dark enough, and this will defeat the RIPs automatic overprint option, which could make the 'K100' only area, appear semi-transparent once printed.

Spot Colour Jobs

IMPORTANT NOTE: Quark's 'White' is Y0% M0% C0% K0% as is Illustrator's ,so when producing **Spot** only jobs, or **Spot** with **Black** jobs please be aware that reversed out areas that would be 'white' on the screen should be coloured as, 0% of the **Spot** colour used, to prevent the job including blank plates for the yellow, magenta and cyan channels. (This will prevent unexpected additional costs)

We have little information for iCalamus and RagTime's treatment of reversed out areas, but it would be safest to assume they work like Quark and Illustrator, in the way they handle 'White' InDesign's [Paper] colour does not work in the same way, as it represents a lack of colour in its area rather than specific values, assigned to particular channels, so this can safely be used instead of 0% of the spot colour.

General information on importing Spot coloured vector EPS's from external programs

such as Illustrator or Photoshop 'Single Channel' or 'Duotone' pictures

Colour names must be consistent from Illustrator and Photoshop with the colours used in your DTP program so that when the item is placed or imported onto the DTP page the colour list does not include another colour swatch, which will show you that it has not been identified onto the same channel for output. Simply deleting the colour from the list will make the colour list look correct but this has not fixed the problem, just hidden it!

The safest way to check that the colours will be correct is to colour the illustrator or photoshop files first, (they must keep the exact same names for the Spot colour including suffix **C, CV, U** etc.) then import/place the file into position on the page or put onto the pasteboard temporarily. This has now brought in your colour from the external file and can be used to colour up the text, lines, boxes etc. as you put your job together.

DO NOT use Quark's colouring up feature for 'greyscale'/'single bit' TIFF/JPEG images as this will produce them in the PDF file as '4 Colour Process'. Colour them up as a 'Monotone'/'Duotone' EPS from Photoshop, in exactly the colour required.

Failure to follow these guide rules, could result in parts of the required separations missing or on extra additional plates resulting in additional costs or an incorrectly produced result.

Picture Resolutions

Resolutions for placed pictures, on the pages, should be 300-350dpi (at 100% size) for optimum reproduction.

If they are a higher resolution than this they can be bicubically downsampled to 350dpi when producing the PDF file. If the pictures are less than this resolution then you may need to re-source them at a higher definition for best results. (resolution is proportional to the size of its image on the page. - i.e. a picture placed at 200% should have a resolution of 600-700dpi)

Linework graphics and logos

wherever possible 'logos' and 'linework graphics' will give a superior result if generated initially for the page as a vectored EPS file using bezier curves.

Supply as PDF

The preferred file type to supply is **PDF - Version 7, PDF 1.6 -**

These can be produced from many programs including QuarkXpress, InDesign, Illustrator, iCalamus, RagTime and many other CMYK DTP or drawing programs.

NO TRAPPING IS REQUIRED TO BE SETUP BY THE CUSTOMER, OUR RIP DOES THIS WORK WHILST PROCESSING.

The PDF pages must be to '*required size*', with 3mm bleed all round, without trim marks, registration marks, crop marks or colour patches etc. Therefore an A4 page size (210mm x 297mm) will be 216mm x 303mm including the 3mm bleed and must be a composite file. DO NOT SUPPLY PDFs AS SEPERATIONS.

Files can be physically supplied on CD, DVD, USB Memory stick or electronically via email (up to 10mb maximum per email) or transferred to our FTP server (contact us for full details) or via a file transfer site such as YouSendIt or a similar service.

Download our PDF setup guides and presets - for Quality results - use the Summit Print website and find then on the 'UPLOAD' page

If you have any questions please contact call Neil Champion on 01737 859 786 and I will talk through your difficulties with the job, or discuss our requirements with you. We would rather spend some time on a call, ensuring the job will be presented correctly, than have to charge you for additional work to achieve your required result. ... Quality Matters!