

Community Creative

Community Creative Ltd, 171 Longfellow Road, Coventry CV2 5HN
Telephone: 0845 367 0880 Fax: 024 7601 0333

How to Supply Your Own Print Ready Artwork

Please check the artwork guidance notes on this page which will ensure that your work proceeds quickly and efficiently.

Sending Your Files

After placing your order by email, telephone or post you can email your artwork files to us, we can accept files up to 10Mb. If your files cannot be emailed for some reason (or they are over 10Mb) you can save your files to a CD and post it to us. Please remember to send your Client Proof along with your artwork if required (see below). Due to the high cost of postage and the low value of media we no longer return media unless specifically requested. Where media is to be sent back we make a small charge for carriage.

Please email your artwork to us at artwork@communitycreative.org.uk

File Formats

We use the very latest Adobe PDF Rip in our Prepress department and our workflow is based on working with files in PDF format. You should send your files to us in this format. The PDF should be prepared at press quality.

PDF Files need to be saved with the following settings;

- 300dpi resolution image files
- Text needs to be converted to paths
- Transparencies need to be flattened
- 'Overprint' needs to be turned off when originating files

Client Proof Copy

Unless we are specifically requested we do not send proofs of jobs prior to print. In the electronic world sending hard copy proofs by post causes major delays and sending digital proofs is little more than returning the file sent to us back again!

In our work flow the Client Proof Copy is a key element. It may be defined as a master, which is correct in all respects, against which we can check all that we do. It is vital that the Client Proof Copy is a perfect representation (content-wise) of the job to be produced. When our designers work on your files they can be confident that the text is all present, that the fonts are correct, that the photos have not moved etc. We strongly recommend checking it carefully before sending it to us.

When a high resolution (Press Quality) PDF file is provided as the origination for printing then this file can also serve as the Client Proof.

Dated 06th January 2011

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Layouts

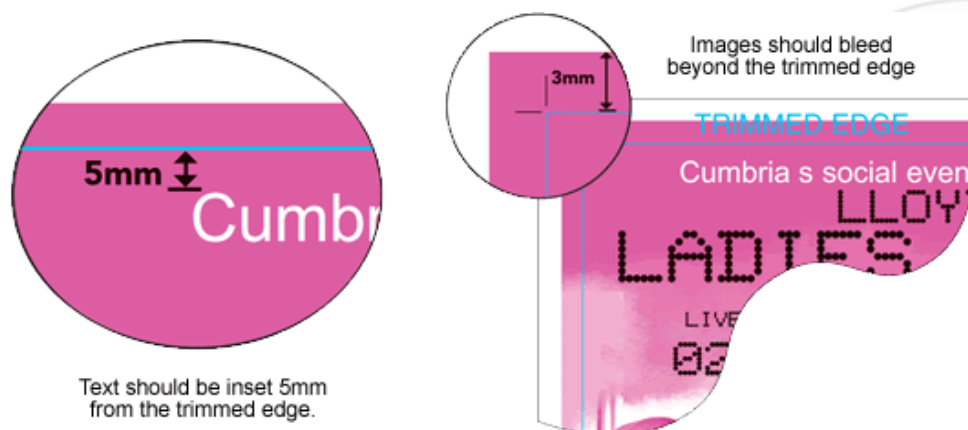
Please supply everything 'one up'. It is more successful if you leave us to sort out the imposition for printing. E.g. provide one business card on a 85mm x 55mm page. Booklets should either be in separate files for each page or number order pages saved as one PDF (we will sort out the printer's pairs). Do not save as spreads.

'Bleed' and 'Quiet Border'

Understanding the need for 'Bleed' and a 'Quiet Border' is vital if we are going to achieve an excellent finished print job. We require Bleed to allow for the tolerance of our guillotines (the machine used for cutting your job after printing). Even with our 'State of the Art' equipment there is a margin of error in the operation.

If your image finishes exactly at the edge of your required finished size then these small deviations may produce unsightly white flashes at the edge of your print. By extending your background colour or image beyond the edge of your finished job the consequences of such a deviation are not perceptible. We recommend that elements intended to go to the very edge of your finished job should extend 3mm beyond the edge.

A 'Quiet Border' is the distance you should allow from the edge of your finished page size to text or diagrams etc. The reason for this border is again the tolerance in cutting. If you have a design where the text runs to the very edge then a cutting deviation will actually cut off some of your text! A very small 'Quiet Border' can result in a finished job looking very uneven. We recommend a 'Quiet Border' where there is no text, etc. of at least 5mm around the edges of your job.



Fonts

We recommend converting the text created with this font into curves. This means that we don't require the original font when we print your job. When you are supplying your work as a PDF it should always be produced with fonts embedded.

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Colour Matching

There are a large number of variables which can affect the colour produced in Full Colour Printing. Simply looking at the appearance of colours on a monitor, especially if no monitor calibration has been carried out, is unlikely to produce predictable printed results. In just the same way an un-calibrated desktop printer, such as a laser or inkjet may well produce very different colours to those produced on a professional printing press. Rather than leaving colour matching to chance and 'keeping your fingers crossed' we strongly recommend that colours be chosen from Hard Copy Colour Charts.

We have produced two Colour Swatch Booklets (one printed on Coated material and the other on Uncoated material) which show over 1000 colours together with their CMYK values. The advantage of using these charts is that they are exactly matched to our presses. Please call us to purchase a swatch.

Please Note: Where you have a particular colour issue, for example a requirement to match to a specific organisations colour or a previously printed job, this **MUST** be brought to our attention at the order stage. Simply specify the colour to be matched to or the fact that the job has been printed previously when placing your order. If you have a swatch of the colour required please send us a hard copy of that. We cannot be held responsible if your printed work does not match your requirements unless those requirements are brought to our attention before we print.

Photographs and Graphics

Photographs should be scanned size for size at 300dpi and saved as CMYK images.

File Pre-Flighting

We charge an optional £3.75 + VAT (£9.00 + VAT for Books and Booklets) to carry out extensive pre-flighting of your job. We would most strongly recommend that you allow us to carry out a Pre-print check because then your job will be carefully reviewed by an experienced designer and checked by our proof readers prior to print. Before sending your jobs please make sure that the artwork is centred within the selected document size. Should your job be double sided then a 2 page PDF will need to be supplied with the artwork central on the page.

During Pre-print checking we check:

- Job Geometrics and Backing up
- CMYK Conversions
- That all elements of the job are CMYK (RGB and Pantone colours may not print as expected).
- Bleed and Quiet Area
- Picture and text quality
- Colour consistency

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We also carry out a rigorous proof reading exercise which, whilst not guaranteed to pick up every error, has proved a 'lifesaver' many times in the past where embarrassing mistakes have been spotted.

Please note: if you deselect Pre-print checking your job will not be looked at and will go through our automated pre-press system. It will not be seen by 'human eyes' before it is on press by which time it will either be too late, or very expensive, to correct!

Proofs

Our normal service does not include proofs. We simply check your files against your Client Proof Copy provided and proceed to print. The system is fast and efficient. However, in some circumstances proofs are desirable and we are pleased to produce proofs from your Digital Artwork prior to printing. This will add extra time to your order.

We produce three different types of proofs:

- **PDF Proof**
These are sent digitally via Email. They are ideal for checking layout and content but are not colour accurate and so are of little use when there are issues of colour, such as matching to a House Colour.
- **Laser Proof**
These are sent by post and provide something tangible to look at. Again these are not colour accurate and their use is limited to content and layout proofing.
- **Wet Proof**
These are an exact match to the job which will eventually be printed since they are a small run of the finished job on press. We would always recommend a small run of print (to be used as a wet proof) prior to any very large run of print.

If you cannot find what you need to know here, or require further clarification on any of the listed topics, please contact us.

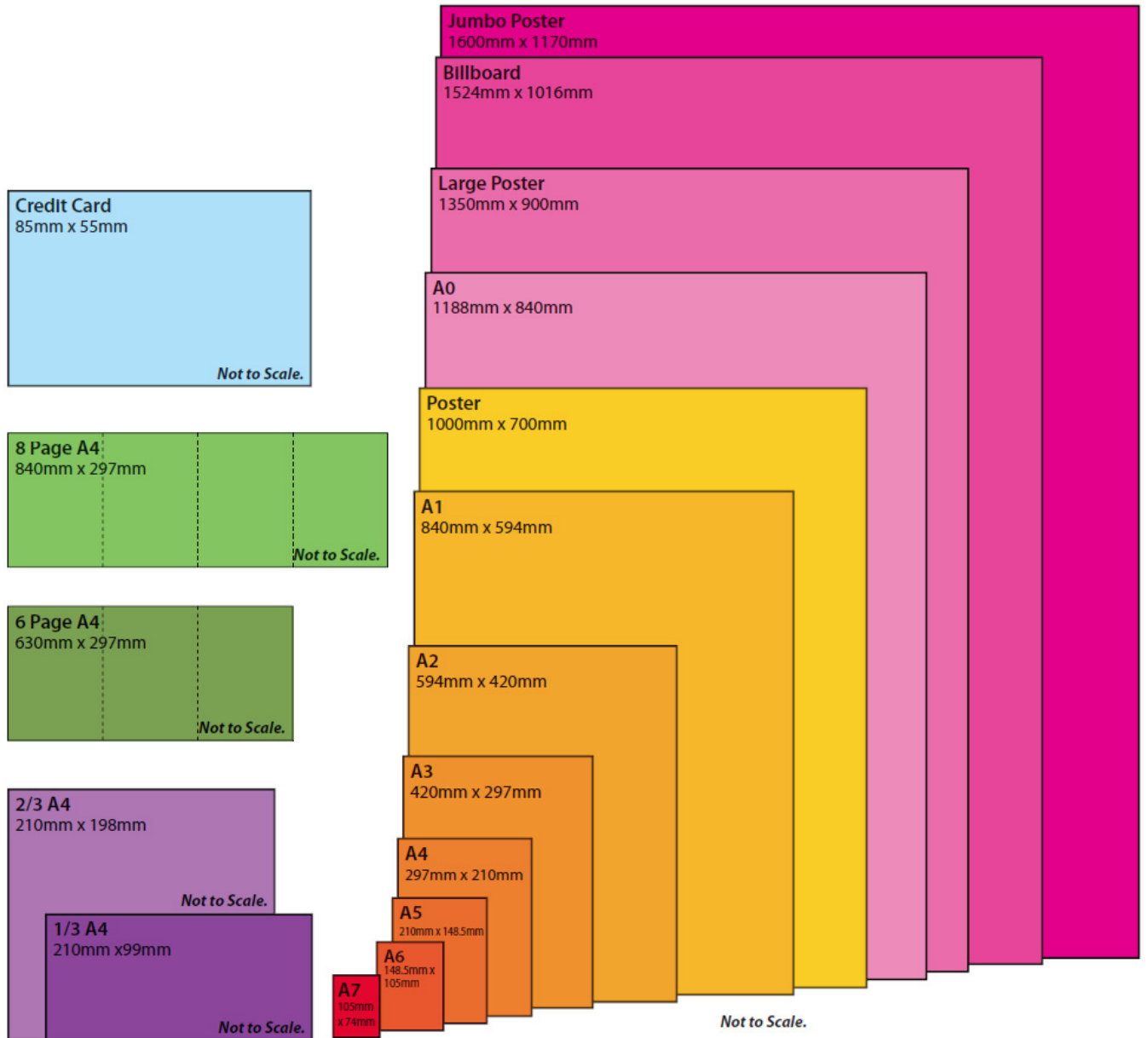
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Common Paper sizes

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