## File Formats Accepted

✔ Press Ready PDF - with fonts embedded

✔ InDesign - supply fonts and images or convert fonts to outlines

✔ Illustrator - fonts converted to outlines

✔ Photoshop - layers flattened, at least 300dpi, saved as a JPEG or TIFF file

✔ Corel Draw - fonts converted to curves then export as illustrator AI

## Supplying Native Files

When supplying native files e.g. InDesign, please ensure all elements, documents, images and fonts are in one folder and please compress using Stuffit or similar or zip files before sending.

## Supplying PDF Artwork

We prefer all artwork to be supplied as high resolution PDF format.

PDFs are the standard file format for transmitting files for printing, but it is important to prepare your PDF file in the correct way.

## Correct Preparation of PDF Files

When creating a PDF in Acrobat Distiller, 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".

## Bleed

Make sure there is 3mm bleed all around the PDF.

## CMYK not RGB Please!

Please ensure that all embedded images are CMYK files. RGB images may look good on your screen but final output to print is always in CMYK. Be aware that when files are converted from RGB to CMYK the colour composition may alter significantly.

## Artwork Amendments or Re-submission

Our prices include "pre-flight checking" your artwork and submitting a PDF proof for your approval. We will correct any **easy** to rectify issues that we spot as part of this process - free of charge.

If we need to amend your artwork or you need to re-submit corrected files to us this is charged extra each time, which includes an additional PDF proof.

More extensive amendments or corrections are charged per hour.

Your account manager will be pleased to answer any questions you may have.

## Imposition

Please do not supply imposed pages or "printers pairs" because our workflow includes imposition software to impose correctly for our printing processes.

## Booklets

If you are supplying a document with multiple pages, please try and make the front and back cover of the document a separate file, and supply as single pages in page order.

Also, please remember to allow for "creep" - we suggest you keep all text and copy at least 5mm away from the trimmed edge.

## Fonts

Include all fonts you have used in the file. Whilst we have an extensive font collection, there is no guarantee the version you have used matches ours.

This can create problems with line lengths and spacing of the type. Naked Print assumes all fonts supplied are licensed and takes no responsibility for embedded fonts.

## Lineart and Images

Scanned colour and greyscale images should be 300dpi at the final size in the document submitted for output.

Images should be submitted as TIFFs, JPEGs or EPS.

Lineart (bitmapped) should be 600-1200dpi at the final size in the document submitted for output.

## Screens

Screen tints may range from 99% down to 1%. From a practical viewpoint, anything above 90% or less than 5% will generally not be visble to the naked eye.

## Sending Artwork by Email

Maximum file size preferred by email is 10mb. Files larger than this should be supplied on disk/USB stick or uploaded to our dropbox.

If you need any help with sending your artwork please contact: Prepress at Naked Print 1300 625 331

*If you require any explanation of these terms our Designers are happy to talk with you.*