

# Artwork Guidelines

## Working with you

Follow these guidelines for the best results and the smoothest print process.

### Before sending us your artwork, please check against this list:

- Is the **page size** correctly set?
- Have you used **CMYK colours**?
- Do any **spot colours** have proper settings and references?
- Are all images **at least 350dpi**?
- Does your PDF have **3mm bleed and crop marks**?
- Have you set up **separate cover and text artworks**?
- Have you saved your artwork as a **PDF/X-4 with our recommended compression settings**?
- Have you **thoroughly proof-read and approved** your documents?

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## Constructing your artwork

### Page size

Set up the page size of your document to be the same as the finished size of your printed job. Do not supply artwork floating on a larger page or include multiple items on the same page.



### Bleed & crop marks

If your design includes graphics or images which are printed up to the edge of the page, please provide 3mm of additional artwork to all sides. This is called bleed – it will be trimmed-back, leaving a flush edge to your document.

When you export your eventual PDF please ensure that crop marks are turned on and that the bleed area is set to show.



### Colours

Full colour printing is achieved using four Process Colours, often referred to as CMYK (Cyan, Magenta, Yellow and Black). By printing a combination of very fine dots of these four colours a large spectrum of colour can be reproduced. When constructing artwork and especially when making it ready for print it is important to use CMYK colours. RGB colours sometimes do not reproduce faithfully in four colour process printing and should never be used for vector graphics, text or line art.



### Spot colours

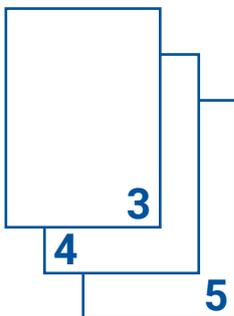
Spot colours, often referred to as Pantone colours or special colours, are sometimes used and have custom-mixed inks. It is important that these colours are specified correctly when your artwork is created – they need to be set up as spot colours, properly referenced and named, and care should be taken to avoid duplicates.

Please bear in mind that computer screens and desktop printers do not produce accurate representations of the final press printed colour.

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## Scans & images

All continuous tone images such as photographs should be at least 350dpi at the placed size. Lower resolution images are often only suitable for screens, not printing. If a low-resolution image must be used we can provide a proof for you to check the quality before final printing, but the quality will never be as good as a high resolution picture.

Use images with the CMYK colour mode for the closest match between what you see on your computer screen and the finished printed result. If you use RGB images the colour will change when we convert to CMYK to print. You should not use RGB for flat graphics, artwork colours or text.

Logos and flat illustrations are usually best as vector graphics, often called EPS or Illustrator files. (NB. It is actually better to save your Illustrator files in the .AI format, and avoid the outmoded .EPS.) This type of image can be scaled to any size and remain smooth and non-pixelated. In the event that a bitmap image must be used the resolution at placed size needs to be in the order of 1200dpi.

## Fonts

Your supplied PDF file should contain only fully embedded and correctly licensed fonts. Use the PDF/X-4 standard to automatically embed fonts and make other essential print-ready settings.

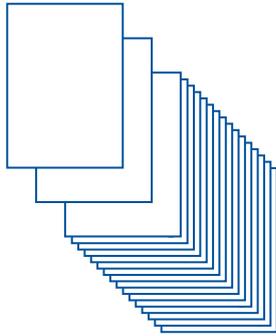
## Page numbering

Please make sure that we can follow your document easily. Number your artwork pages exactly as their page numbers (also called folios) will appear in the printed document. If any potential for confusion exists then we very much welcome a flat-plan or other supporting document for guidance.

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## Artwork: Text pages

Provide one PDF of the text in single pages (not spreads please). Pages should be clearly marked and in the correct order. If it is impractical to place all of the pages in a single PDF then please name your files as clearly as possible.

The text PDF should contain only text pages – cover and end paper artworks should be supplied separately.

## Artwork: Covers

Your cover artwork should be set up to suit your chosen binding method:

### Saddle-stitched: One two-page PDF

- page one; back and front cover together made up into a single page
- page two: inside front and inside back covers together as a single page.

### Perfect or PUR binding: One two-page PDF

- page one; back and front cover together, with the spine in between
- page two; inside front and inside back covers together, with a blank area for spine in between

When your job is estimated we will calculate the spine thickness and let you know the size.

**Case binding, dust jackets, special folds:** We will provide a guide document to help you fit our templates exactly.

## Artwork: End papers

If end papers are to be printed the page size should be set to be the same as the text pages and a separate artwork PDF supplied. The first page of the front end paper and the last page of the back end paper do not print because they are glued to the covers.



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- Bicubic  
downsample  
to 350dpi**
- Max quality  
Automatic  
(JPG)**
- Compress  
text and  
line art**

## Preparing your final files for printing

Once your documents are thoroughly proof-read and approved you should export your final artwork files.

### File format

Whichever software you choose to construct your designs, PDFs are the best format for you to output your finished artwork and supply it to us. We recommend that you use the PDF/X-4 standard – this is available as a pre-defined setting when you export your final artwork from Adobe InDesign or Quark XPress, and it is a standard pre-defined setting in Adobe Acrobat. For additional ease and refinement you can install the Ghent Workgroup pre-sets (see below).

### Settings

Compression should be turned on:

Bicubic downsampling to 350dpi, maximum quality Automatic (JPG) for colour and greyscale images

Bicubic downsampling to 1200dpi CCIT Group 4 for monochrome or bitmap images

Compress text and line art

Crop image data to frames

When you create a PDF to the PDF/X-4 standard all font, colour and picture information is resolved into one file which is ready for us to print. If you use our recommended settings for image and data compression you will get the best possible result from a clean and compact file.

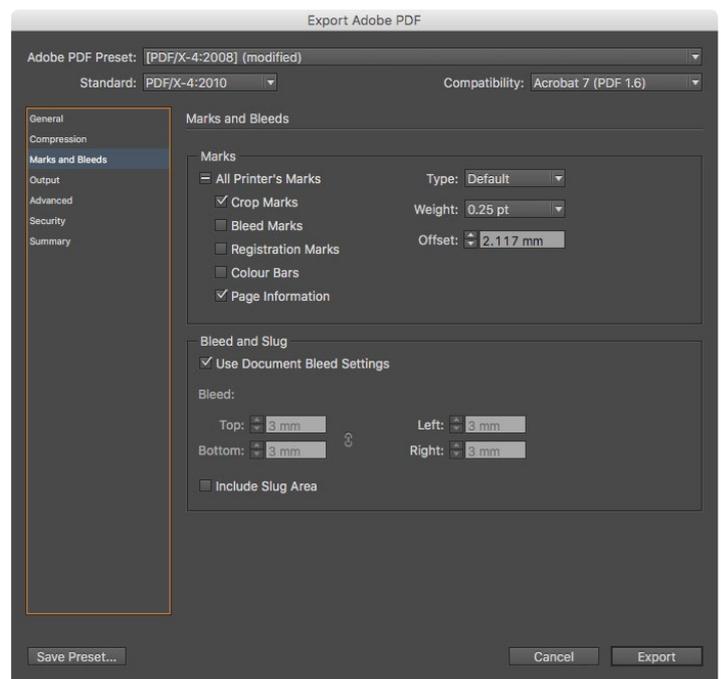
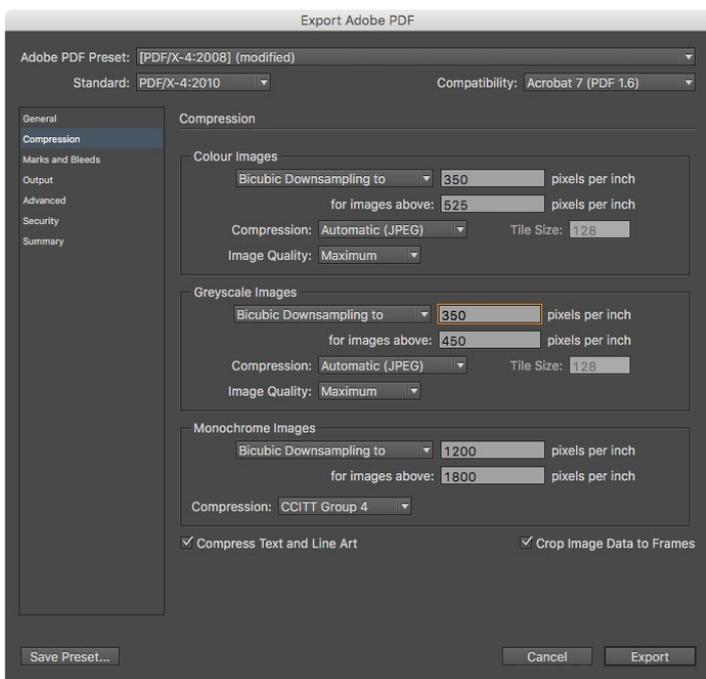
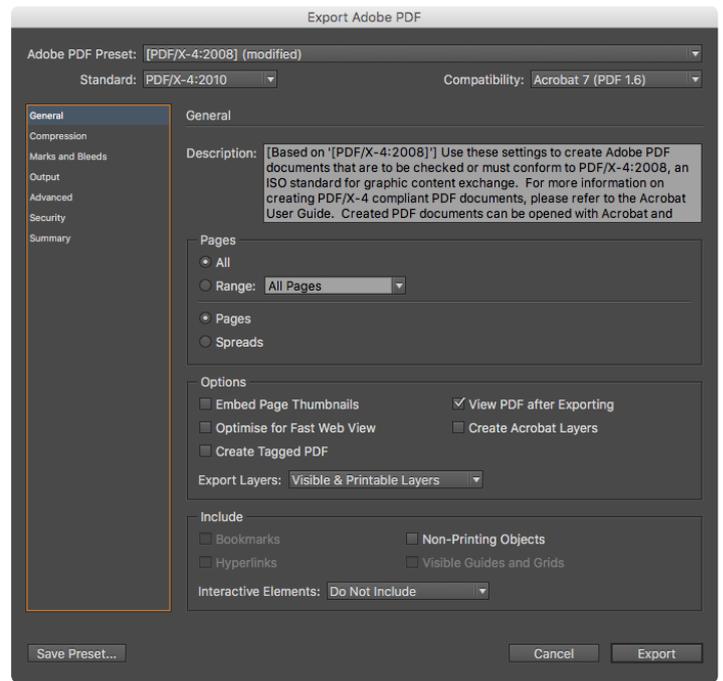
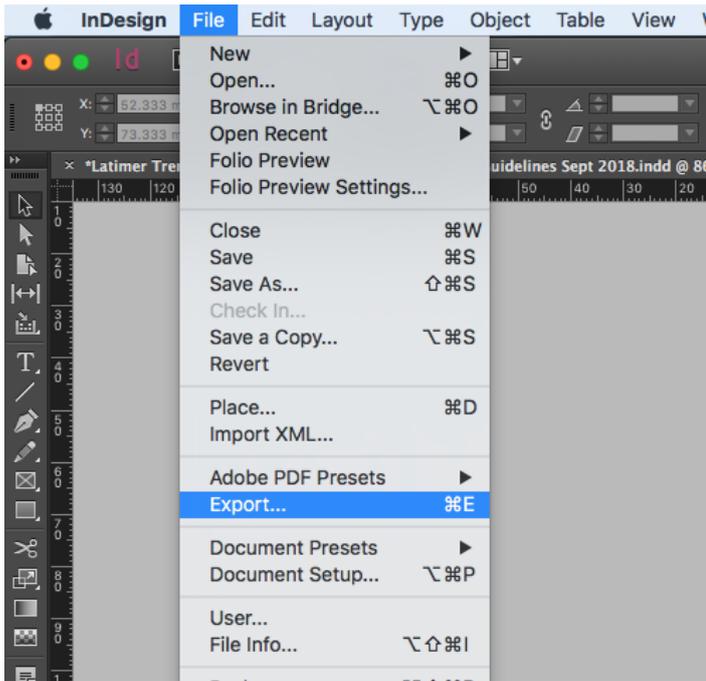
### PDF/X-4 Export pre-sets

We strongly recommend the Ghent Workgroup PDF/X-4 pre-sets, which are free to use and pack all of the most suitable settings into a single click. You can download and install them for all leading artwork packages here: <https://www.gwg.org/application-settings/>

Plentiful further information is available from the same site, including this comprehensive guide to getting the most from a media-neutral workflow and exporting to PDF/X-4: <https://www.gwg.org/download/gwg-2015-pdfx-workflow-english/>

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## Adobe InDesign Export Settings



Tip: download the Ghent Workgroup pre-sets for a one-click solution (please see previous page).

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## Sending your print-ready files

We accept all files electronically. Please email files to your Account Manager or to [production@latimertrend.co.uk](mailto:production@latimertrend.co.uk)

For larger files, we also offer an online Client FTP Area.

Alternatively you can use an online file transfer platform such as 'WeTransfer'.

## After your files have been submitted

### Our pre-press process

We utilise the latest technology to process your artworks and to make them compatible with our press and finishing equipment. Our systems will apply colour profiles and other settings which will optimise your pages.

We will provide a full colour proof either on paper or by email and ask you to check it thoroughly for final approval before we go to print.

### Alterations

It is very important that your finished artwork has been thoroughly proof-read and is the final approved version. If, after submission and proofing, changes are required we will normally ask you to resupply individual replacement PDF pages. A studio charge may apply if you amend your content after our pre-press process has commenced.

**Following these guidelines will ensure the best quality results and smoothest process**

**For further assistance please contact us**