



# ARTWORK preparation GUIDE



# Digital Artwork Preparation Guide

## **HARDWARE**

Our Pre Press department use Apple Macintosh hardware and software. However, we also have Windows-based systems to ensure compatibility with as many file types as possible.

## **SOFTWARE**

We utilise all the latest professional industry standard graphics software including:

### **ADOBE CREATIVE SUITE:**

- **ADOBE ILLUSTRATOR**
- **ADOBE PHOTOSHOP**
- **ADOBE ACROBAT**

### **QUARKXPRESS**

If you do not see your software listed here, please call us and ask, as other software applications, such as Adobe InDesign, Microsoft PowerPoint, Microsoft Word and OpenOffice (although not designed for professional printing) can be used in some cases.

We prefer to receive the native application files if possible, as they may need extra work, such as adding cutting paths, colour correction and specialist finishing requirements.

We can also accept other print ready formats such as pdf, jpg, tiff, eps, bmp, png, however, adjustment to these files may be limited.

Supply your prints as individual files, do not supply multiple prints ganged up into one file, unless you are sure of the material sizes. Keep each print as a separate file, our RIP software will nest them together to fit the material in the most economical way.

## **COLOUR PROOFS / MATCHING**

Colour proofs are an essential way of communicating colour so please supply these with all colour critical prints. Any important Pantone Colours must be indicated with a Pantone Reference if specific matching is required. (Surcharge will be levied for a Pantone Match)

All our presses and material are ICC profiled to ensure maximum accuracy and consistency of colour and quality, but this still has its limitations of

achievable colour. Our presses use a 4 Process Colour printing system, CMYK. Certain pantone spot colours are not achievable in CMYK process printing, so we advise the use of a Spot to Process Colour Pantone Chart to check the CMYK equivalents of Pantone Spot Colours.

Please do not hesitate us if you require help.

## **TYPEFACES**

We hold an extensive font library, but there may be 1 or 2 we won't have such as corporate or specially designed fonts. Please supply all required fonts in your artwork.

When using different weights of fonts always use the listed weight in the font menu, do not use the bold/italic tpestyle buttons that some applications provide.

If you cannot supply fonts then please convert the characters to Vector Graphics, Outlines or Paths. If the fonts are being sent via email or ftp then please compress the font folder into a Zip or Stuffit file. Certain Mac fonts can become corrupt if sent via email or ftp, (the compressed folder protects the data/resource forks of the files).

## **HOW TO SEND YOUR FILES TO US**

**On Disc:** We can accept DVD, CD-Rom, USB Pocket Drives and USB / Firewire External Hard Drives.

**Via Email:** Please use caution when sending your artwork by Email. If you have a large file to send then please avoid email as it can clog up our mailboxes. Otherwise please use: [info@clydewraps.com](mailto:info@clydewraps.com)

**By Post:** Clyde Wraps / Clyde Taxi Advertising, Unit 4, 50 Cathcart Road, Rutherglen, Glasgow G73 2QZ

## **ILLUSTRATOR FILES - PRINTING**

Do not float any artwork with crop marks in the middle of a larger page. Use the edge of your page as the edge of your print, put a white box the size of your page plus bleed to define the printing area. When picking colour swatches in Illustrator use the Pantone Solid to Process Swatch. Illustrator files should be saved as an eps, to the latest version your software allows. When using transparency, ensure overprint is on discard, and the preset is on Low Resolution for artwork at 100%, if your artwork is 400% of size then use Medium Resolution and if your artwork is 1000% use High Resolution preset.

t: 0870 70 30 400  
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## **ILLUSTRATOR FILES - PRINTING** **Continued**

Check the Embed Fonts, Include Documents Thumbnails and Compatible Gradient and Gradient Mesh Printing.

When using transparency, drop shadow effects, or other similar effects in Illustrator be sure to not to use spot colours within these effects. Also either flatten the artwork at the correct resolution using a preset or when saving the file use postscript level 3.

## **ILLUSTRATOR FILES - CUT VINYL**

For artwork that needs cutting on our vinyl cutter you must use Illustrator files. All elements must be in outline/vector form, and fonts must be outlined/converted to paths. Ensure any pixel based files (ie: jpg, bmp etc..) are converted to an outlined/vector format. Also any lines must be converted to shapes using the Outline Stroke command. Save the files as an Illustrator eps, version 8.

## **PDF**

PDF's are best supplied to us without crops and extra information around the print, as this has to be cropped to fit the material. It can also cause longer print times.

## **QUARKXPRESS**

Use the Collect for Output function in every instance. It will ensure linked images and fonts are not missed when the files are sent to us. When linking images/Photoshop files into Quark picture boxes, please ensure the Photoshop elements have been saved correctly as an eps.

Do not float any artwork with crop marks in the middle of a larger page. Use the edge of your page as the edge of your print. Allow extra bleed on the document. If a low resolution image has been placed in Quark please ensure the high resolution image that replaces it has the same dimensions, so that they swap over in the same place and size.

## **IMAGE RESOLUTION**

Artwork will be required to be at least 150dpi at 100%

## **ARTWORK SUMMARY**

We use Adobe Photoshop, Illustrator and QuarkXpress on our systems. We can accept files in any formats these programs support but for best results we recommend you save your files as an Illustrator EPS.

Convert all text to vector graphics / outlines and embed all images. Your artwork will need to be at least 150dpi at

100%. Your artwork must be saved as CMYK - please convert all other formats (eg RGB / Pantone spot colours) before sending off the files to us.

We can accept many other industry standard file formats, please call before you send your artwork to confirm.

Please include a small JPEG or PDF so we can see how you envisage your final artwork.

## **TEMPLATES**

We have 1000's of vehicle template ready to send to you. Just contact our studio with your vehicle make, model and year and we will email the template to you.

All profiles have been professionally digitised and come in 1:20 scale allowing them to be imported into all leading design software packages for both PC and Macintosh platforms.

**VANS**  
**CARS**  
**TAXIS**  
**TRUCKS**  
**BUSES**  
**PEOPLE CARRIERS**  
**4X4**  
**AND MORE**

## **ARTWORK CHANGES**

If we are required to make changes to any artwork, costs will be charged on an hourly basis.

When clients are entirely satisfied with artwork, it is required that signed-off proofs are signed with a clear authorised signature on the appropriate part of Sign-Off label, and sent back to Clyde Wraps / Clyde Taxi Advertising offices via fax/bike/post. Without this no work can commence.

Email: info@clydewraps.com



# ARTWORK preparation GUIDE

Clyde Wraps (Vehicle Graphics)

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