

DAVID BARLOW PRINTERS

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Basic Technical Specifications for Full Colour (Process) Print

Colours

All colours should be CMYK. Colours created as RGB (standard in software such as Microsoft Word) will not print as seen on your screen or output from your desktop printer.

Photographs

Photographs should be supplied as CMYK at 300 or 400 dpi at actual size in your publication. Photographs taken from the internet are very often only 72 dpi, and although they may look fine on your screen, when we print them they will be very pixellated.

Hairlines

Because hairlines are device dependent they could print differently on different printers. Often they may look fine on your 300dpi laser printer but will disappear on our 2400dpi press. Therefore avoid hairline text and lines - use 0.25pt or 0.1mm

Bleed

If colour extends to the edge of your page it must continue for 3mm further to allow bleed. This enables us to trim your job to the correct size without leaving a white edge.

Quiet Area

It is preferable not to have any text or important graphics within 5mm of the edge of your sheet in case it is inadvertently trimmed off. This is especially relevant with booklets, where a 10mm quiet area is even more important because of page creep. i.e. inner pages have a larger amount trimmed off the fore-edge than the covers.

Page Size

If your job has bleed you must ensure that the final sheet size that your artwork is on, is large enough to allow for this. An A4 sheet (210 x 297mm) with bleed, needs a page size of 216 x 303mm. You must work inwards from this edge and not place any important detail within 8mm of this (extended) edge (see Bleed above).

Supplying your file

Supply your file as 1-up. We will impose it. Do not supply small jobs as multiple images on a page. It is preferable to supply your file with all text converted to paths, curves or outlines. This ensures that there are no problems with missing fonts. If you have used obscure fonts and you cannot do this, you may need to send them with your file.

Our preferred file is Portable Document Format (pdf). If you have options at the saving stage, embed any fonts not converted to paths, add crop marks and ensure that your pdf is saved at the highest quality possible, making sure that your sheet size is large enough to incorporate the bleed and crop marks.

Preparing a Mock-up

If your job is 2-sided, multiple pages or to be folded, we recommend printing it out and make a folded mock up to check that it backs up properly, and that each section is orientated correctly.

Folded Leaflets

We can supply templates of folded leaflets showing the positions of the separate panels. This ensures that your text fits correctly in the folded document. Just ask!