

FOIL BLOCKING ARTWORK



Please ensure your artwork is supplied to the specifications below. Artwork received not to these specifications may be subject to amendment charges. Maple cannot accept responsibility for print errors or late deliveries where artwork has been supplied incorrectly.

ARTWORK ORIGINATION

We recommend that artwork is generated in the following programs:

Photoshop, Illustrator, Quark Xpress, or InDesign

Word may be used, but see special note below about Word files

Maple cannot accept responsibility for undesirable results from artwork originally generated in any other package. This is especially true of 'Office' programs such as Microsoft Word, PowerPoint, etc, regardless of how the files are exported (see special note below about Word files).

Maximum artwork size (block size): 76mm x 114mm (3" x 4.5")

Artwork should be saved in the following file formats:

Vector artwork - PDF or EPS

Bitmap artwork - TIFF or JPEG (uncompressed)

Resolution

All non-vector artwork should be supplied at a minimum of 600 DPI at size (preferably 1200 DPI), any artwork supplied lower than 600 DPI will produce a block of lower quality.

Illustrator files should have their final output set to 2540.

PDFs should be set as follows; overall resolution of 2540, individual line art resolution of 1200 DPI and individual bitmap resolution of 600 DPI (preferably 1200 DPI).

Elements which are too close together may fill in.

Colours

Please set all colours to black, or set the program colour mode to CMYK and use only black. Ensure that only elements required for the final block are included in the artwork files.

Fonts

All fonts used must be embedded (PDF's) or converted to outlines (Illustrator EPS). For Word files see special note below.

Minimum size type in positive print is 6 point in block type such as Helvetica and 8 point in serif type such as Times Roman. It is not recommended to use extra bold or light type faces smaller than 10 point.

Minimum size rule lines are 1 point.

Overprint

Please ensure that no elements of the design are set to overprint. We cannot always check for this and it is likely to generate unexpected results.

PROGRAM SPECIFIC INSTRUCTIONS

Quark

Please do not use the text display attributes (Bold, Italic, etc) in Quark, instead use font families with suitable choices.

Photoshop

Please save all Photoshop files as either uncompressed TIFF files or JPEGs. All Photoshop files must be flattened prior to saving, TIFF files saved with layers may not work correctly when the file is ripped and may generate unwanted results. JPEGs should be saved with the quality set to it's maximum (Photoshop 12).

Word

A special note about word - Word does not embed fonts if you are using an unusual font, please supply the font and create a PDF from Word and send this with your document. If we don't have the font you are using, Word will show it in another font, if we don't have a visual we won't know this is incorrect.

Illustrator files

Use the CMYK colour mode and use only black. Convert all fonts to outline. For lines make sure the width is at least 1 pt. When finished export as a [Press Quality] Illustrator editable PDF file.

ARTWORK SUPPLY

Transfer format

Artwork can be supplied by email attachment (if the file size is less than 5 Mb) or by CD. Please remember to include full contact details and blocking requirements with your email.

Compression

Files should be supplied uncompressed wherever possible.

Proof

All vector artwork must be supplied with a proof. All vector files sent digitally must be sent with a clearly labelled JPEG proof. Maple cannot accept responsibility for any printing errors if a proof is not supplied.

Artwork Supply

E-mail artwork to: sales@mapleframing.co.uk

Post artwork to:

Maple Framing Ltd, No 1 Sandiacre Road, Stapleford, Nottingham, NG9 8EX, UK

QUESTIONS

If you have any questions please contact the sales office on 0115 9399881 or email: sales@mapleframing.co.uk