



How to prepare files

We require ready to print artwork preferably supplied as Adobe Illustrator CS4 or eps files. You must embed or include any linked or placed files. Artwork should be created at actual size where possible. For larger graphics artwork can be supplied at 10 or 25% of the actual size but you must ensure the dpi is no lower than 150 dpi when enlarged to full size. The actual visible area should be considered when creating artwork taking care to avoid important information being concealed in the shell scheme framework. A 5mm bleed should be added to the final panel size. Please ask for details of panel sizes & actual visible area if these details have not yet been provided.



How to send files

Your artwork can be sent to us on disk or dvd, please include a colour proof. Files no larger than 10mb can be emailed or alternately they can be sent via our ftp site, account details are:

Server: <ftp://ftp6.obsidianinternet.net>

Username: [hirex.ftp](#)

Password: [hx0809](#)

Files must be clearly marked and an email sent to inform us that your files have been uploaded.



Fonts

All text must be outlined to avoid any font issues. Including the actual fonts is also advisable.



Colours

When essential colour matches are required pantone references must be clearly stated on the artwork and also the details of which must be emailed. We will not be held responsible for unpredictable results in colour reproduction if both Pantone references and hard copy proofs are NOT supplied. If colour information is not made clear we will print using the pantone default settings of the printer. Pantones can only be matched to 90% accuracy.



Images

For the most reliable and highest quality results artwork should be supplied in a vector format saved as ai or eps files. If you are supplying Photoshop files they should be saved in eps or tiff format. Tiff's should be supplied as high resolution files of 300dpi. Jpeg's should only be used if they are a compressed file of a high resolution 300dpi tiff.



Please be aware

If you supply your artwork in PDF format it must be saved at high resolution (300dpi) with all text converted to outline. We have experienced unexplainable problems when printing with both PDF & In-Design files and therefore cannot guarantee that we will be able to accept them for final production.

Word, Excel or Powerpoint files are not suitable formats. Gif files or logos taken from website are generally very low resolution and are not suitable to print in larger scale. We are regularly receiving very large files for the production of graphics which due to their size are often unworkable. Therefore we will not accept any files which are over 1GB at full size. We will not be held responsible for inaccurate printing with regard to both colour and content if a full colour hard copy proof is not supplied.

If artwork is not supplied following the guidelines above you may be charged for artwork preparation time which is charged at £50.00 per hour.



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