



Artwork instructions

Adobe Acrobat PDF

The following document contains basic information as a guide to supplying artwork to FOX in a PDF format.

FOX require artwork submissions to comply with accepted industry standards and technical specifications. Artwork submissions that do not comply with the following standards and technical specifications may result in production delays, unpredictable results and additional costs. If you have never designed artwork for commercial printers before, then it is strongly recommended that you employ the services of a qualified graphic designer. If your artwork requires alteration or correction subsequent to submission additional costs will be incurred.

■ PDF

Adobe Portable Document Format (PDF) v1.7 Acrobat 8 upwards are the required formats for supplied artwork. FOX uses the latest in PDF workflow technology and there are several benefits in supplying your artwork as a PDF file. Acrobat Distiller Job Options are available from FOX if required, please contact your account manager.

■ Supplied PDF files with embedded fonts

Before creating a PDF file it is important to check that both the screen and print version of the required fonts have been installed. When viewing the PDF in Acrobat select the File menu/Properties/Fonts and ensure that all fonts are 100% embedded. Failure to do so may result in the offending fonts converting to (default) courier at the printing stage.

■ Pagination

Please make sure the correct amount of pages are in the PDF, making sure that you insert a blank page where required. Ensure that the front cover is the first page and the back cover is the last page of the document. Please do not supply documents in printers pairs or double page spreads unless they are perfect bound covers with a spine. (see General Information)

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■ Resolution

Images or graphics must have a minimum resolution of 300dpi (dots per inch) at the final size. We cannot guarantee the quality of lower resolution Images.

Images downloaded from the internet or grabbed from web pages often have a resolution of only 72dpi and are not suitable for printing.

■ Faster turnaround times

Once your compliant PDF artwork has been received we can place it directly into our workflow to be processed, eliminating the need for front end file handling.

■ Portability

The content of your document is compressed into a single cross platform, self-contained file, making it easily transferred over the internet via email, uploaded to the FOX FTP server or Remote Access. Please contact your Account manager if you wish to set up a FTP or Remote access account.

■ Colour

To ensure optimum colour reproduction, please ensure that any RGB files are converted to CMYK. Software packages such as Adobe InDesign, Photoshop and Illustrator can convert colours to CMYK, other non-commercial print specific software programs such as Microsoft Word cannot.

Ensure that all black text or line work is set to print as mono only. FOX advises 100% black and 40% cyan when creating large solid areas of black.

■ Artwork supplied for 4 Colour (CMYK) Plus spot colours

Make sure all colours are nominated correctly as PMS or CMYK and are relevant to the job you are submitting. Also it is important that the naming convention is correct and relevant to the substrate it is being printed on, ie : if a file contains PMS280C and PMS280U, while on screen this colour looks like a single colour pantone blue 280, it actually contains 2 versions of this colour.

■ Bleed and Trim marks

Designs that require colours to run to the trim edge will need a minimum of 3mm bleed. This is to allow for movement on machines when the job is trimmed to the final size.

Failure to include bleed may result in white borders. For the same reason, designers are asked to keep all text and images at least 3mm inside the trim edge. Also ensure you allocate crop marks clearly showing the final trim size, these must be offset outside the 3mm bleed area.

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■ The correct use for “overprint” and “knockout”

It must be understood that trapping has nothing to do with overprinting or knockout. An element set to overprint will overprint the colour underneath with the colour of that element. An element set to knock out will print that element colour reversed out of the colour underneath. Trapping is the creation of overlapping two or more colours to ensure correct registration on press. When creating files for print media, trapping should be turned off as this will be applied by us when ripping the files.

■ Microsoft Files

We do not accept Word DOC files, Publisher PUB files, and Powerpoint PPT files. Please convert these files to PDF before submission. If you are unsure about how to do this, please contact us as we may be able to guide you through the process.

As programs such as Microsoft Word cannot convert fonts to outlines or graphics, you will need to “embed” them before creating the PDF file.

■ General information

- Die lines, embossing/UV and foil guides must be included in artwork set up as a separate pantone colour which does not form part of the final printing specification. This must be set up as an overprinting separation.
- Do not use “hairline” line width settings.
- Do not reverse out type less than 7pt.
- Perfect bound cover artwork must include a spine, an allowance for a hinge and an ink free area. Please contact your Account manager for instructions prior to creating the artwork.

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■ Guide to show artwork finished size incorporating bleed and outermost positioning of printed literature

Artwork size of 91mm x 61mm (This includes 3mm bleed on all sides)
Minimum 3mm bleed required.

The finished size of the Business Cards is 85 x 55mm after the 3mm bleed is trimmed off. Note the literature on the card must not print within 3mm of the finished size.

Please follow the above guidelines as FOX cannot take responsibility for artwork that is set up incorrectly.

