

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

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.

## ■ File format

We accept a range of file formats for printing.

Our most preferred file is a PDF file, as there is little risk of unexpected changes when transferred between you and us.

Other formats accepted are, JPG, TIF, EPS, AI.

We do not accept Word DOC files, Publisher PUB files, and Power point PPT files, please convert these to pdf and ensure that the fonts are embedded before supplying.

## ■ Other supported document formats

- Adobe Creative Cloud  
Supply Adobe Indesign jobs as 'package' making sure fonts and images are selected for gathering.

All other formats by prior arrangement only.

## ■ General

- All fonts and images used in a document must be supplied.
- Documents must be supplied to finished size with a minimum of 3mm bleed.
- Keep file names to a maximum of 31 characters in length including extension and do not use slashes.
- Supply a hard copy if possible.

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## ■ Pagination

Please make sure the correct amount of pages are in the document, 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.

## ■ Images

- Images should be supplied at 300ppi and saved as either TIF, EPS or JPEG format in their appropriate colour breakdown e.g. CMYK for four colour process.
- 1 bit images should be supplied at no less than 1200ppi and saved as TIF format.
- Do not embed colour profiles. We will apply our own profiles to ISO standard.
- Do not include layers, fonts or compression within bitmap files.
- Any modification of an image such as rotation, colour, cropping and scaling should be made in its native application, e.g. Adobe Photoshop for bitmap images and not in the Final document.

## ■ 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.

## ■ Colour

- We use the Pantone Matching System for spot colour printing, please select spot colours from a valid Pantone library.
- Please convert all spot colours to CMYK in artwork intended to be output as CMYK, failing to do so may result in undesired colour conversions.
- Do not use spot colours in areas affected by transparency.
- Do not use colour management, we will apply our own fingerprinted profiles
- For large solid black areas an underpinned black with values of 40% Cyan, 100% Black is recommended.

## ■ Fonts

- Please Supply all fonts that are used within a document and linked graphics. Fonts within a PDF must be embedded.
- Only PostScript Type 1, PostScript Type 3 and Open Type formats are supported.
- Do not use Multiple Master fonts.
- Do not use fonts with the same name that are different formats.
- For PostScript fonts please ensure that all printer and screen fonts are supplied.
- Do not use artificial outline styles.

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## ■ 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 print job is trimmed to 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.

## ■ 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.

## ■ General information

- Die lines, embossing/UV and foil guides must be included in artwork set up as a separate pantone colour which is not used as part of the job 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 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.**

