

INTRODUCTION

We specialise in printing from artwork supplied. Our system incorporates numerous internal checks, all designed to ensure that the finished work we produce not only meets but exceeds your expectations.

We like to think of our relationship with you as a partnership and, as with any partnership, a great outcome depends on the input of both partners! Please check the following guidance which will help to ensure that your work proceeds quickly and efficiently through to successful completion.

PLEASE READ THIS FIRST

- Our workflow is based on pdf format. Ideally you should send your files to us in this format. The pdf should be prepared at **Press Quality**. You can download a trial copy of a PDF writer at www.JJCopyprint.com. Please ensure that you use **CMYK** colours and any graphics are high resolution (300dpi size for size).

DOCUMENT LAYOUT

If you are unable to supply a pdf file then we will convert your file at a cost of £20.00 +VAT per file.

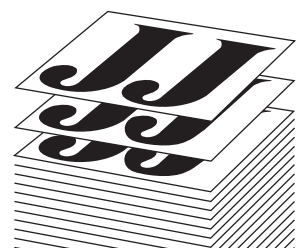
- Supply each job **one up**, do not duplicate artwork.
- **The page size** of your document should be the exact size of your job ie. A3, A4, A5, A6 etc. without crop marks or keylines.
- Send us **all images** used in your file and ensure they are up to date in the page layout application document and do not need to be modified. The best way to do this is to use "Collect for Output" in Quark Xpress, "Save for Service Provider" in Adobe Pagemaker, "Prepare for Service Bureau" in Corel Draw, "Package" in Adobe InDesign or "Pack and Go" - "Take to a Commercial Printing Service" in Microsoft Publisher. This will automatically collect all the fonts and support files for you. If you are collecting manually only send us the latest and relevant files not all the "working" and "redundant" files as well.
- **Supply all fonts** used in your document, including the screen and postscript printer font. We have a large archive of fonts here at JJ Copyprint but you must be aware that fonts issued by different libraries may have the same name and similar appearance but can display differently causing text re-flow.
- *If re-flow occurs and we were not supplied with a hardcopy we will not be held responsible for any dissatisfaction with the finished job.*
- Remember to supply **all fonts** used in EPS files unless all text has been **converted to outlines/curves or has been flattened** in Photoshop. Never apply styles to your text (bold, underline, italic etc), if you want a font to be bold use Times BOLD for example not Times with the font styled bold. These styles do not always print and you will be left with a regular font.

COLOUR

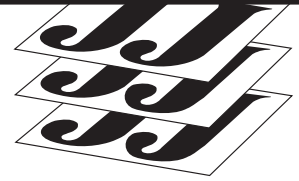
- When applying pantone colours be sure to check all CMYK percentages as Pantone colours can differ in some applications.
- **Spot colours** can vary wildly when printed as CMYK. We can supply Hard Copy Colour Charts, one printed on coated and one on uncoated material which show over 1000 colours with their CMYK values. The advantage of using these charts is that they are exactly matched to our presses. The colour charts are £7.50 +VAT each or £10.00 +VAT for the pair. (Exc. Delivery)
- For large areas of black: **40 CYAN and 100 BLACK** will give a more dense black.
- Tints should be no lower than 5%. Our recommended ink coverage limit is 225% i.e. when you add the four colours together they total no more than 225%.

PSD / JPEG / TIFF / EPS

- It is preferable to place all these files into a page layout application and then create your text within the page layout document as fine text can look pixelated in Photoshop.
- Quark EPS files are notoriously problematic and are best avoided. Images and colours should be **CMYK** not RGB or DUOTONE.



HOW to supply artwork



RESOLUTION

- CMYK and greyscale scans need a resolution of **at least 300dpi** for a smooth output
- Lineart images need to be scanned **at least 600 - 1000dpi**.
- **Be sure to scan at the size you require instead of scaling the image afterwards in your page layout application.**
- Images downloaded from the internet are usually low resolution (72dpi) and will result in poor quality printing.
- Save all images as TIF or EPS using binary encoding without colour profiles, transfer functions or LZW, JPG or GIF compression functions.

BLEED & FOLDS

- If an image extends to the very edge of your finished job, please **extend it 3mm beyond the page edge**, do not create the page larger to incorporate your bleed with your own crop marks. Leave a 5mm quiet border from any text, diagrams etc. to the edges of the page.
- Supply a good quality stapled mock up if your job is a booklet or a clear mock up with fold lines indicated if we are to U fold, Z fold etc.

PROOF

- **Unless you are sending a pdf file**, you must send us a current proof or fax of the job for us to check the artwork against, not a sample of the last time your job was printed before you made any corrections. **We will not go ahead without a colour or black and white proof.**
- We will not necessarily be able to match your colour proof as desktop inkjet and laser copiers rarely give a true colour representation unless they are calibrated to accurately display colour as litho print will.
- PDF proofs are acceptable but remember colours will display differently on each monitor and no monitor will be 100% accurate colour wise. If you only supply a black and white proof we cannot be held responsible for any colour issues.

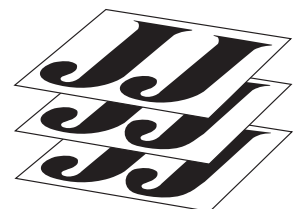
MICROSOFT WORD, PUBLISHER AND POWERPOINT FILES

- These files are accepted but you should be aware that they are not intended for commercial printing and the quality is generally below standard.
- It is preferable for you to send us a PDF file created from your original (see notes on creating PDF files below) as different versions can cause a text reflow.
- Colours can differ significantly as the default colour modes of these programmes are RGB.

CREATING A PDF

- The pdf should be prepared at **Press Quality**. You can download a trial pdf writer from our website www.JJCopyprint.com, just follow the instructions. Please ensure that you use **CMYK** colours and any graphics are high resolution (300dpi size for size).

If the file you supply does not comply with all the above there will be a charge for any corrections or alterations after receiving your artwork, this will not be done without your consent but you must be aware this may delay your job.



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