

# Guidelines for artwork supply

General

Working with templates

Photoshop users

Pure Music Manufacturing  
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1 Bexley Square  
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## GENERAL INFORMATION ON SUPPLYING PDFS

We prefer to receive artwork as high resolution PDF files, we can accept artwork in other formats, however please contact us first before sending other file types..

All PDF's should have fonts embedded or all text should be converted to outlines. Any fonts that have usage restrictions are to be converted to outlines

All scanned images should be either CMYK, Gray scale, or monochrome. We do not accept RGB, Index or LAB colours, any elements of your design in these formats may change colour considerably when printed. Scanned images / photos should be a minimum of 300 DPI at actual print size for CMYK and Gray scale images and compressed using ZIP, monochrome images should be a minimum of 1200 DPI and compressed using CCITT Group4.

## BARCODES

If you require a barcode in your artwork, we can supply this to you in EPS or PDF format, and you can place this on your artwork. The supplied barcode artwork should not be re-sized and print in black only. If you would prefer us to add the barcode to your artwork please leave a space of approximately 15 x 30mm, and clearly indicate this on your artwork. Please do not place a "dummy" barcode on the artwork as we might consider that have you supplied your own.

## COLOUR PROFILES

In general we do not require colour profiles, if you are not used to working with colour profiles we recommend you switch this off. If you work with colour profiling then please supply PDF's as Coated FOGRA27 ISOXXXX

## INK COVERAGE

All of our print has a maximum ink coverage of 300%

## SPECIAL NOTES FOR CD ON BODY PRINT

We have two methods for CD on-body print, silk screen and offset litho. Silk screen print is the preferred method for printing solid blocks of colour, and is generally set-up using PANTONE colours, as standard we print a maximum of 5 colours. We do not recommend printing half tone information using this method.

Off-set litho print is used when working with photographic images or images with a large amount of half tone information, the colour density is not as great as with silk screen print. If printing a solid black with this method, we recommend using a mixture of 100% Black and 40% for Cyan, Magenta and Yellow.

For offset-litho print we recommend a minimum font size of 5 point.

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## WORKING WITH BLEED

All paper parts require 3mm bleed on all sides. Bleed is used for any artwork that runs to the edge of the page, we need to allow +/- 1.5mm for movement when trimming, without this bleed area it is possible that you have a white halo on the edges instead print running to the edge.

On our PDF templates the bleed area is indicated by a blue dotted line, any artwork that runs to the edge of the page must extend out of the print area to meet the dotted line.

Below you can see two examples of artwork on our templates. The illustration on the left is an example of artwork with no bleed, as this does not extend to the dotted line. The illustration on the right shows artwork with correct bleed as this extends to the blue line.

It is important to note that no important information is in this area as it will not appear on the trimmed booklets.

Bleed  
Trim  
Fold



Bleed  
Trim  
Fold



## NO TEXT AREA

As we have to allow +/- 1.5mm in the trimming of paper parts, we do not recommend having text or other important information too close to the edge of the page.

On our PDF templates you will see a thick blue line that runs around the print area. The outer part of this area is the edge of the page, the inside of this area shows the safe area to place text and other important information.

Below you can see two examples of artwork on our templates. The illustration on the left is an example of artwork with text in the "no text area", this would be in danger of being cut off when the booklet is trimmed. The illustration on the right shows artwork with the text placed further in and is not in danger of being trimmed off.

Key:  
No text area  
Bleed  
Trim  
Fold



Key:  
No text area  
Bleed  
Trim  
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## WORKING WITH PHOTOSHOP

As Photoshop is primarily aimed at using rasters rather than vector (font) data it can have problems outputting fonts with a sufficiently high resolution. When opening our templates please use the settings on the import window as shown in the image on the right.

For most users setting the Resolution to 300 DPI should be fine, however if using font sizes less than 5 points or working with fine line art we recommend increasing the Resolution to 600 DPI.

It is very important that the colour mode is set to CMYK and not RGB, as this can cause considerable colour changes when the job is printed. We also do not recommend using the "Anti Aliasing" functions for text (i.e. "Sharp", "Crisp", "Strong" or "Smooth") as we will not be able to export the text as vectors.

As well as supplying PDF files we also recommend sending us the native unfalttened Photoshop files with all of the fonts included.

Although Photoshop has the ability to work with "Spot Colour" channels (PANTONE colours) the implementation is quite poor and we do not recommend using this software when working with PANTONE colours.

