



# ARTWORK GUIDELINES

To ensure the highest quality reproduction of your stationery, please refer to these helpful guidelines below. Please contact our graphics department on **(08) 9721 1599** if you have any queries regarding anything.

## File Formats

**A & L Printers** graphics department is an Apple Mac based production environment using ADOBE Creative Suite programmes to create artwork. We also handle Microsoft Office produced files sent to us.

Please send electronic files in ai/eps, tif, eps, xls, doc, pub, jpg or pdf format. To avoid fonts not being recognized, please convert text to curves where possible and send the file in more than one format. Where possible, also supply the name of the fonts used.

Logos/graphics should be supplied in their PMS (spot) colours and **NOT** as RGB or CMYK. Logos/graphics in PMS (spot) colours can always be converted to CMYK when printing 4 colour process, however, CMYK and RGB logos/graphics cannot be converted to PMS (spot) colours. Vectored images are preferable.

Electronic files can be supplied on CD-ROM or Memory Sticks/Thumb Drives or may be emailed to either:  
**art@alprinters.com.au** or **steve@alprinters.com.au**

If supplying hard copy for scanning or copying, please ensure it is of the highest quality possible. We cannot accept faxed copies or photocopies as usable artwork. **Please do not write, staple or sticky tape over artwork or photocopies.**

DO supply	DON'T supply
PageMaker, Freehand, Excel, Publisher, Word and Adobe Illustrator or Photoshop files. Single colour PDFs are acceptable Memory Stick/Thumb Drive, E-mail or CD-ROM Quality Hardcopy Images at 300 dpi .no less Text set in Microsoft Word saved as Rich Text Format or Text Only files Tif, eps or ai/eps in spot colour (e.g.: PMS 123) Tif, eps or ai/eps files saved as CMYK for 4-colour process	Web Graphics (resolution too low 72 dpi) Faxed copies or photocopies Tif, eps or ai/eps files saved as RGB

## Scanning and Resolution

Pre-scanned images should be supplied at a resolution not less than 300 dpi and saved as tif, eps, pdf or jpeg. **Please do not send web graphics, as these are only 72 dpi and are not suitable for printing.**

## Colour

Due to the print process, there can occasionally be colour inconsistencies, therefore PMS colours should be provided to make colour matching as accurate as possible. Publisher, Excel and Word files submitted as **“print only”** jobs may have unexpected colour inconsistencies as these programmes do not operate on PMS colours.