ARTWORK SUPPLY GUIDELINES 2021

EVM

ARTWORK CHECKLIST

INDEX

MAKING YOUR IDEAS WORK

FILE SUPPLY & TRANSFER

Help us, to help you ...

To enable us to print your jobs and projects on time, and to the very best quality we can, we've prepared a set of **EVM Print Guidelines** for you.

We're here to make life easier for you so if you follow these guidelines you can expect to get your jobs on time and printed exactly as you would like to see them. We'll check your artwork before we print it, so you won't be disappointed with the finished result, and if we find there's a problem, we'll let you know what it is and what you need to do to make things right.

Let us do the hard work for you!

If you'd prefer us to set up your print ready artwork for you, that's no problem. Please note we charge £35 an hour for this service. If there's a lot to be done, then we'll give you a quote before we start.

Please call us if you have any questions, or e-mail us at **studio@evm.co.uk**

HOW TO GET YOUR FILES TO US

CLICK HERE
TO UPLOAD

You can find our artwork
upload details online at:
**www.evm.co.uk/contact/up
load-artwork** (up to 500mb)

Artwork up to 150mb can be
emailed to **sales@evm.co.uk**

Please reference your artwork
your company name, your
name and/or your Job Number

EVM Making Ideas Work

ARTWORK CHECK

HOW CAN WE HELP WITH YOUR FILES?

Just Print: We will *Just Print* your print ready digital file as supplied. Our guidelines will enable you to get the best out of our services in the shortest possible time if the instructions in this booklet are followed.

File Check: We will accept a print ready PDF, or a jpg, eps or tiff file followed correctly, plus we offer the safety net of a double check before proceeding to print.

File Assist: We accept jpg, eps or tiff and will turn your finished design into a print ready PDF.

FILE FORMAT

WHAT KIND OF FILES DO WE ACCEPT?

To help as many people as possible, EVM accepts a range of different formats. These are:

Adobe Illustrator File (Outlined fonts & supplied with linked or embedded images)
Adobe Indesign File (Packaged files)
PDF (Portable Document Format)
JPEG (Joint Photographic Experts Group)
PNG (Portable Network Graphics)
PSD (Photoshop Document)

These are the formats we would recommend:

For **photography**: high-resolution JPEGs or PSDs (un-compressed)
For **Graphics or Text**: print-ready, vector-based PDFs
For a **mix** of graphics and photography: print-ready PDFs

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BLEED & PRINTER MARKS

SETTING UP YOUR DOCUMENT

Full bleed file example

File with no bleed

BLEED

NO
BLEED

When printing cut vinyl it's essential that bleed is added to your artwork. Applying the correct bleed ensures that the print will go right to the edge of the page. Without bleed, some pages may have a white hairline at the very edge when trimmed. It's easy to supply your print-ready pdf with bleed when you create artwork on any major desktop publishing software.

If your image has a white border on all four sides, bleeds are not required. Prepare your files at the exact dimensions of the desired output.

Please keep any important copy well away from cut lines.

Bleed on a cut logo

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We do not require you to add any printers crops or marks to your artwork, we add these at our end.

CUTTER GUIDE

HOW TO SET UP A CUT LINE

A cut path is a closed vector path in your design file that tells the cutter where to cut around your sticker. Some stickers have simple shapes for cut paths, like circles, squares and ovals. Die Cut stickers have a cut path that follows the outline of your artwork or logo, and can cut right up to the design edge or leave a small contrasting border around the outside of the design's shape. All stickers must have a cut path included in their design file and can be created in the same image editing software used to design your artwork.

Please keep your cutter as a closed path on a separate layer to your artwork, see below. The cut line should be a 100% Magenta path.

ARTWORK SIZE

DOCUMENT SCALING

Ideally we expect artwork supplied at full scale (100%), but understandably this isn't always possible.

Please label your files with 25% or HALF scale so we can print to the correct size.

IMAGES

RASTER IMAGES (JPG, PNG, TIFF)

Raster and vector are two ways an image can be constructed digitally. Raster images are more commonly used and are made up of pixels. We traditionally use pixel images when we take photos or create web graphics.

One downside to pixels is, of course, pixelation. As you zoom into an image, it blurs. So if you want to create large format printed media such as a billboard, a raster image can make your final product blurry.
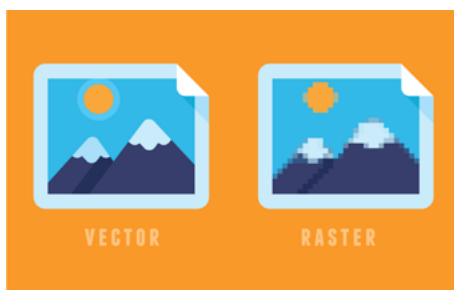
When printing raster images, RAW file formats usually offer the best resolution. EVM is happy to accept these files for pirnt.

TIFF/TIF are an acceptable file format for EVM to print high quality prints. These are a file format popular in the photography and publishing industries. File sizes can be large with these type of files - just ask us if you have any queries about file size and we can help.

VECTOR IMAGES

Vector images, on the other hand, are created using geometric shapes. This means that you can enlarge them to pretty much any size, without losing any sharpness, clarity or detail.

When printing vector images, the best file format to use is PDF. It's a universally accepted file format and can retain the detail of complex vector images.

VECTOR   RASTER

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TYPESETTING

HOW SHOULD I SUPPLY MY FONTS

All fonts must be outlined or embedded inside the pdf. It's a good idea to supply a low resolution flat version of your artwork so that we can check the output will be the same as you see on your screen.

What is Font Embedding?
Embedding a font means to save the font information within the document. This normally happens when you save your file as a PDF.
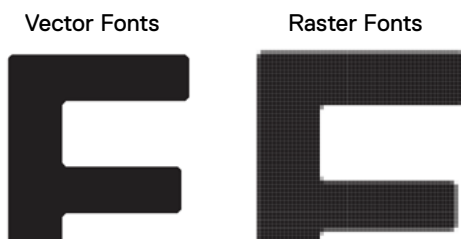
How Do I Embed My Fonts?
If you're using Adobe Creative Suite, make sure the PDF pre-set is set to PDF/X1a to ensure all fonts are embedded.

We really advise against setting text in a bitmap application like Photoshop - the text will not be nearly as clear as if it were vector text from Illustrator or Corel. Also, Photoshop by default does not apply any trapping and the chances of mis-registration are increased.

How Do I outline my fonts in Illustrator?
In illustrator go to the Type Toolbar>Create Outlines

Vector Fonts   **Raster Fonts**

PANTONE COLOUR MATCHING

Please speak to us if you need a specific colour match from a PANTONE swatch book. Colours on the screen don't always turn out as predicted in print so it's important that we help you through this process if need be.
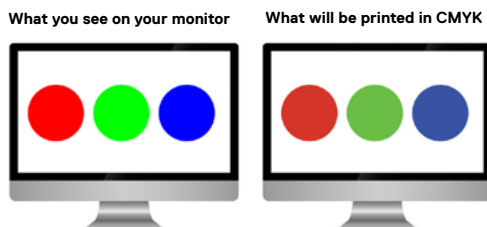
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COMMON MISTAKES

WHAT TO LOOK OUT FOR

Using images obtained from the web
The internet uses images which are only 72dpi (dots per inch) and this is too low for printing. For a print, 100 dpi is typically required if you expect your image to appear clear and crisp. This has to be at 100% of the size you want to print. Using a 72dpi image taken directly from the web and imported into your document at the same size you need it, is likely to be too low resolution and this will cause it to print blurry and pixelated.

Creating/Supplying artwork in RGB color format
All printing companies print in CMYK. Any files supplied in RGB colors are prone to a color shift when converted to CMYK. If you work in CMYK mode while designing, this will give you a much better idea how the final printed piece will look.

What you see on your monitor   **What will be printed in CMYK**

Clean up your files
This issue arises most often when files come directly from designers, as there can sometimes be elements like unused logos or images left off to the side of a print-ready design. These linked items will be sent when packaging a file for transport, thus causing the overall file size to increase. To ensure no unnecessary items are included, any elements not intended to be printed should be deleted by the designer.

Avoid vignettes or gradient fills
Vignettes, or gradient fills are best avoided. These are difficult to print and they have a tendency to show 'banding' and look unprofessional. Drop shadows and Illustrator 'effects' can also not print properly unless they are flattened.

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FILE SUPPLY

FINAL CHECK LIST

Page Layout / Size

- Product page size is correct ☐
- Page / artwork includes correct bleed ☐
- No object extends beyond the page edge ☐

Format / Files

- Design is created in an application that we accept ☐
- Only files required for this job are included and are clearly labelled in the file name ☐

Colours

- All colours are converted to CMYK, Pantone or Spot Colours ☐
- No tints contain less than 5% of either Cyan, Magenta, Yellow or black ☐

Images

- All images are converted to CMYK ☐
- Photos are scanned at high resolution ☐
- TIFFS and EPS images are saved without any image compression ☐

Fonts

- All screen and printer fonts are supplied or embedded ☐
- Text is set as vector or outlined ☐

Imposition

- A mock-up or hard copy is supplied and the design works on a functional level ☐
- All linked files are supplied ☐

Other

- No EPS files within another EPS file ☐
- Overprint items are set correctly ☐
- Please proof-read and spellcheck all text, phone numbers etc. carefully ☐