

Artwork guidelines

How to supply artwork

We accept the following supply methods: CD-R discs that have been 'closed' to work on a standard CD-ROM, emailed attachment files or ISDN. Please ensure discs are marked with a name, address and telephone number so that we may return them to you.

What we can accept

Photoshop CS3, Adobe Illustrator CS3, Freehand MX, QuarkXpress 7, Adobe PDF, Corel Draw 10 (saved as .eps or .ai) Pagemaker 5 to 6.5, Microsoft Word (one colour work only), WMF, TIFF, PPT, GIF, PCX, JPEG and BMP Files, and FTP. We also accept any files from the above applications which are created in earlier versions to the ones listed above.

We can accept work in either MAC or PC format

For any format other than those listed, please contact your Account Manager or a member of our Studio staff.

By fax

All artwork must be at least 200% to 400% of the original size in black and white. Provide 2 copies: (1) black line art and (2) black line art with Pantone colours noted. Send via fine resolution for best results.

Important

When sending your finished artwork file, please also supply all fonts (both printer and screen) and graphics as separate files. If we are missing any fonts, substitute fonts may be used which could affect the layout of the document. Please also send a hard copy printout or fax to accompany the disc/email to show how the completed item should look.

Recommendations for best results

Supplying the job in vector format (Illustrator EPS or AI files) will produce the best results. Vector files are made from lines and objects, whereas raster files such as JPEG, TIFF and BMP are made up of dots. Images, whether RGB or CMYK should be sent as high resolution scans (minimum 300 dpi). Low-resolution scans give poor quality results (see overleaf for examples).

Logos should (if possible) be supplied in spot colours. Work printed to the edge should be supplied with an even 3mm bleed.

Quality should be checked against the supplied proof (if requested) and not against some other printed-paper or material. It is impossible to match other printed work due to differences in paper and production methods. Graphics made for your website will not copy over very well for printing because screen resolution varies between 75 dpi or lower.

Disclaimer

We will endeavour to take every care with your work. We will not however accept any liability for any loss, damage or non-return of discs, artwork, film or other work. Please ensure that you have a copy of all work sent to us. By sending your work to us, you are agreeing to these conditions.

All digital files will be virus checked prior to opening. In the event of a virus being found, we will return your work for replacement with our findings. We are unable to use corrupted or contaminated files.



Vector artwork

Vector artwork can be scaled up and down with no loss of resolution.



Rasterised artwork

Rasterised artwork can come in a variety of resolutions. Rasterised artwork loses definition when enlarged.



600 dpi



300 dpi



150 dpi



96 dpi



72 dpi

The higher the number of dots per inch (dpi) the better the quality of the raster image. You CAN decrease the resolution of an image, but you can NOT increase the resolution, it will not improve the print quality. For best results supply at 300 dpi larger than print size.



72 dpi



Artificially boosted
up to 300 dpi

UK

B.I.G. BIG House, Waldegrave Road, TEDDINGTON, TW11 8BB
tel: +44 (0) 20 8614 8880 fax: +44 (0) 20 8614 8800
isdn: +44 (0) 20 8614 8999 email: sales@big.co.uk

France

B.I.G. France 80 de la Roquette, 75011 Paris, France
tel: +33 (0) 1 55 28 39 39 fax: +33 (0) 1 55 28 33 83
isdn: +44 (0) 20 8614 8999 email: com@big.fr



If you require further information please contact us

+44 (0) 20 8614 8880

www.big.co.uk