

OTHER FILE FORMATS

If you can not produce a high resolution, print ready Pdf file, please follow the guidelines below to ensure we do not encounter any problems.

Bleed

All artwork must include at least 3mm bleed on all sides.

Fonts

When using Freehand or Illustrator, please ensure you "Convert to outlines". When using Mac fonts, please ensure both the postscript (printer) and screen fonts are supplied.

Black Solids in CMYK

Unless specified all colour printing is full colour (CMYK) and should be completed and saved in CMYK process. For large solid Black areas, we recommend 100% Black PLUS 40% Cyan.
Black text should always be 100% Black.

Transparency, Overprint and Knockout

Transparency effects In Illustrator and Freehand can sometimes result in unwanted results, these must be supplied flattened. Please ensure that no elements of the design are set to overprint unless specifically required. As these effects and filters are not stable, Maincolour can not accept any responsibility for any unanticipated results.

Software

Maincolour advises that artwork is generated only in the following design programs; Photoshop, Illustrator, Freehand, Quark Xpress, InDesign and Acrobat.

Output from programs such as Microsoft Word and PowerPoint are not acceptable for producing print regardless of the output options. Please contact us if this is a problem and we will endeavour to help you.

Proofing

If you are providing "ready for print" artwork, we're happy to send you a Pdf or a printed digital proof. In either case these should be returned with your signed approval.

Designs by Maincolour

We have a dedicated in-house design team ready to help you realise your creative ideas. To help us understand your requirements and to get the best out of your marketing material, its important we understand what you want as early as possible, and that you provide us with as much information as possible. If there is a style or look you like or if you have seen an image you would like to use, let us know. If you have any previous samples, send them over so we can understand your needs.

These guidelines are for information only and are not meant to be an exhaustive guide to artwork production. Please ensure artwork is supplied in line with these basic specifications as far as possible. Artwork received that is not in line with these specifications may be subject to amend charges and Maincolour cannot accept responsibility for print errors or late deliveries where artwork has been supplied incorrectly.

If you require any further advice, please contact our Pre-Press team on 01625 667400.

We are here to help you.

The Maincolour Team

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