Incoming Artwork File Specifications
for Digital Printing at Parkacre Enterprises Ltd

File Specifications and Guidance Notes
to ensure that correct Artwork is provided to allow effective and quality printing.

Why is this important?

We do everything we can to ensure our clients are supplied with quality products and services second to none, but ultimately the quality and consistency of our print critically depends on the quality and consistency of incoming artwork files from our clients or appointed agencies. This document has been written to detail the file-build specifications of incoming artwork and includes directions on how file content should be managed to ensure consistant quality across product ranges.

File Format

Artwork: Adobe Illustrator (preferred) - Ai or EPS
Print Resolution PDF with preserved Illustrator editing or Adobe InDesign
NOTE: The artboard size should be the EXACT size of the required lablel.
Images and Graphics: - Adobe Photoshop Files (CMYK)
Image resolution should be 300 dpi. Images at a lower resolution will result in a poor quality print outcome.
Support Text Files: Microsoft Word
Files created in other software are not accepted

Text and Fonts

ANY FONTS USED WITHIN ARTWORK MUST BE SUPPLIED
Text set within artwork should be live fonts. Converting to paths or vectoring text should be avoided as this will render any client-initiated text amendments to be disproportionately complex and will incur extra costs.
We would strongly advise that you avoid setting text at font size below 5 point.

Cutter Guides

It is imperative that the cutter is the EXACT size of the label required. The cutter should be supplied within the artwork as a separate layer and named "CUTTER" set to overprint as White AND be presented a Spot Colour. All artwork should be supplied with a colour printout showing the cutter guide in place (for this the cutter guide should be set to Cyan or Magenta at a stroke weight of 0.2).

Bleed

**1mm bleed should be built in to <u>EVERY</u> Label artwork file.
Any other design/artwork file should have 3mm bleed.**

Barcode Guidelines

Barcode creation must comply with the guidelines set in the GS1 UK document entitled "Bar Coding – Getting it Right". (http://www.gs1uk.org/). Whilst adherence to these guidelines is not mandatory, failure to do so may lead to problems. Parkacre accept no responsibility for any issues relating to barcodes provided within supplied artwork. *Barcodes should be Vector and set to 100% Black (no Magenta, Cyan or Yellow).*

Colour Management

Colour Management is underpinned by the quality and consistency of the supplied Artwork file and we appreciate the importance of colour harmony and consistency of different products within a brand. If you have critical colour requirements that cannot be accurately described by a Pantone Colour Reference and reproduced by the CMYK printing process, please contact our studio to discuss your requirements. *Parkacre will NOT gaurantee to match colours due to the in house process used for labelling. Please see aditional informal in the Disclaimer section of this PDF.*

Colour Proofs

All artwork should be supported by colour proofs or PDF Proof. Colours will be matched to artwork files unless otherwise specified. *Low resolution scans provided for layout purposes should be clearly marked.* **If your label is 'colour critical' we can supply a pre print colour proof for an additional cost.**

Sending Artwork Files

We are pleased to accept files via the following:
CD   (Mac & PC)
DVD   (Mac & PC)
Email (Files less than 15MB) - a.wilkins@park-acre.co.uk

What happens after files sent

We will complete a pre-flight check of the file and alert you if issues have been identified with the content where we will agree the course of action to address them. Our quality management system requires that we produce proofs which you will need to sign off prior to the job being printed. We would be grateful for your timely attention to this and please ensure that you confirm acceptance of the job in a written form (email) confirming your approval to all aspects of the print job.

Do you need to speak to someone?

We welcome questions and suggestions as to how we can continuously improve.
If you wish to contact us with regard to anything related to Artwork Files please do not hesitate to do so.

Disclaimer

Colour Proofing & Matching

A 100% exact colour match is not possible on our in-house labelling system. The most accurate means of colour matching entails printing the job in isolation as a stand alone job. This means of printing is not always possible and will result in the print cost of the job being significantly greater. Application of lamination may effect or change the appearance of printed colours. ParkAcre is not liable for the final colour appearance of a laminated product/s.

Care is taken to match colours accurately however, CMYK work involves the grouping of like print jobs together and as such marginal colour variations are to be expected. These marginal variations will occur from one print run to another. *If your label is 'colour critical' we can supply a pre print colour proof for an additional cost.*

The artwork, as it appears on your computer screen, is almost certainly not accurate.
Here's just a few of the reasons why:

- Every computer screen or device renders color differently.
- On-screen proof is using a totally different method of creating color than a printed piece and some on-screen colors are actually impossible to reproduce in four-color printing.
- Even different programs on the same computer can render color differently.

The artwork as it appears after you print it on your home or office printer is probably more accurate than your computer monitor, but still not that accurate. Here's why:

- Inexpensive home printers are not accurately calibrated for color and may vary greatly.
- The paper you are using is likely different than commercial paper your piece will be printed on and may have different reflective qualities.
- You may notice a major shift in colors as your ink cartridges or toners cartridges age.

All artwork or designs and images must be provided in CMYK format. ParkAcre are NOT responsible for any colour shift that occurs in conversions from RGB to CMYK colour modes. All artwork, designs and images must be provided at a minimum of 300 DPI and CMYK format. ParkAcre are NOT responsible for images that print fuzzy, distorted or pixilated due to customer provided artwork. It is the Customer's responsibility to ensure that any materials suppied for printing do not breach relevent copyright law. ParkAcre accepts NO responsibility for any copyright issues.

Order approval:

Customer is fully responsible for final proof and layout approval prior to the printing process. ParkAcre is NOT LIABLE for errors in a final product caused by any of the following reasons:

Spelling Errors / Punctuation Errors
Grammar Errors
Graphics Orientation or Placement
Incorrect Fonts Usage (fonts not supplied)
Wrong Die cuts or slits / Incorrect or Missing Folds
Application of colour / use of colour profiles
Finished Product Size

All charges related to printing are NOT REFUNDABLE, including for those orders that are returned for any reason. No Exceptions.

Cancelled Orders

Orders cannot be cancelled except upon terms, which compensate ParkAcre for all work done, materials used or specially acquired to complete the order, to the date of the cancellation.