



Artwork Checklist

At Augustus Martin we take pride in achieving your specified requirements. With our extensive knowledge and indepth experience we have put together some helpful information to use when supplying artwork to achieve the desired result first time, every time!

- Hard copy laser** should be supplied with all artwork for checking content.
- Electronic Delivered Artwork** via FTP or email must be supplied as a compressed file format ie. Zip or Stuff-it, with a low resolution pdf for reference.
- Disk Supplied Artwork** is to be sent with a content proof for checking.
- Correct Sized Artwork** to required finished size or specified scaling of finished size with adequate bleed.
- All Fonts** including the matching screen & printer font that are required to output the file should be supplied. As an alternative please outline the fonts.
- Cutter Guides** should be created in a illustration application and placed in the DTP application on the top layer. The cutter guide should be created as a stroke and not as a fill and then coloured as a spot colour called "cutter" and set to overprint.
- Colour Palettes** must only include the colours used in the correct CMYK or SPOT colour format and for colour accuracy please use the Pantone reference palette. Prior to sending please remove all redundant colours.
- Blends and Vignettes** should always be set as either process to process or spot to spot, please do not mix.
- Transparency effects** can cause unexpected results. All vectored and transparent objects should be on the top layer of the document where possible.
- High Resolution Images** should be placed with the document at the correct size at a resolution of 300dpi.
- RGB Images** can be processed but we hold no responsibility for colour conversions to CMYK.
- Embedded Color Profiles** can cause unexpected results, so please do not embed profiles.

Full Size	Repro Size
Up to A1 size 594 x 841	S/S 100%
A1 to A0 size 594 x 841 to 841 x 1189	1/2 50%
A0 to LPG (large panel graphics) 1700 x 2800 (max)	1/4 25%
4 Sheet 1524 x 1016	1/4 381 x 254
6 Sheet 1750 x 1185 or 1800 x 1200	1/4 437.5 x 296.25 450 x 300

Full Size	Repro Size
12 Sheet 1524 x 3048	1/10 152.4 x 304.8
16 Sheet 3048 x 2032	1/10 304.8 x 203.2
48 Sheet 3048 x 6096	1/10 304.8 x 609.6
Multi section Bus Panels	1/10 see spec
96 Sheet 3048 x 12192	1/13.33 7.5% - 228.6 x 914.4
Bus Rears	1/4 see spec

All artwork is to be Supplied with 6mm bleed where required.

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Preferred file formats

	1st Preference	2nd Preference	3rd Preference
Artwork	High Resolution 1.4 or 1.5 PDF [†]	Adobe In-Design 7.x*	QuarkXPress 7 or 8
Vector Graphics	Adobe Illustrator 15.x*	-	-
Hi-Res images 300 - 350 dpi (min)	eps	tiff	jpeg

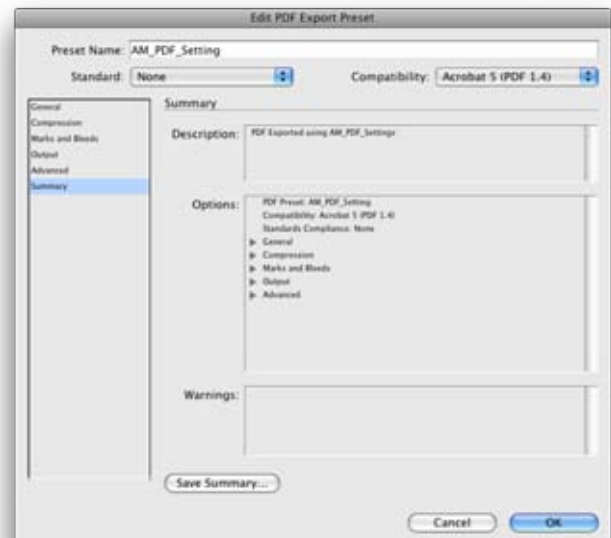
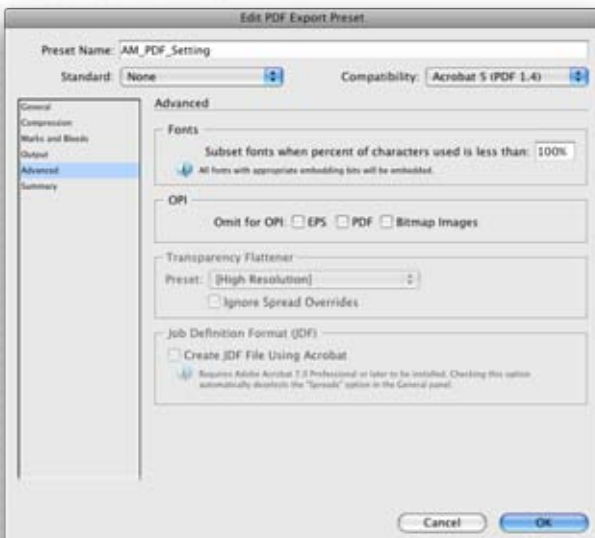
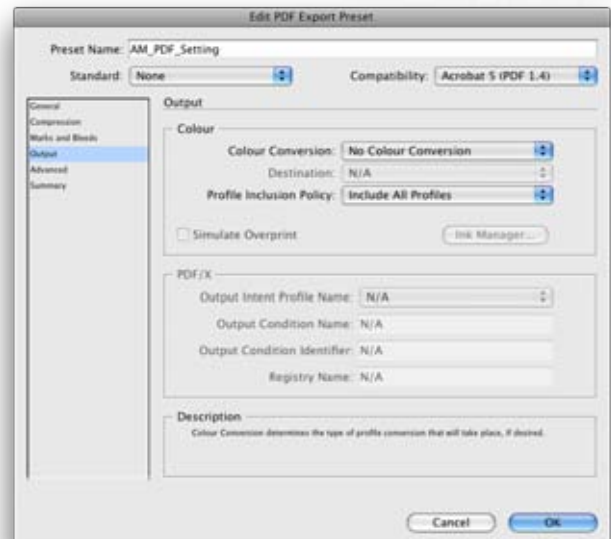
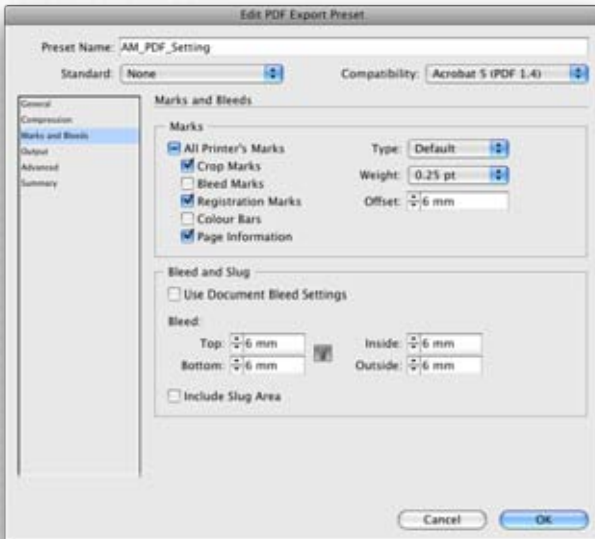
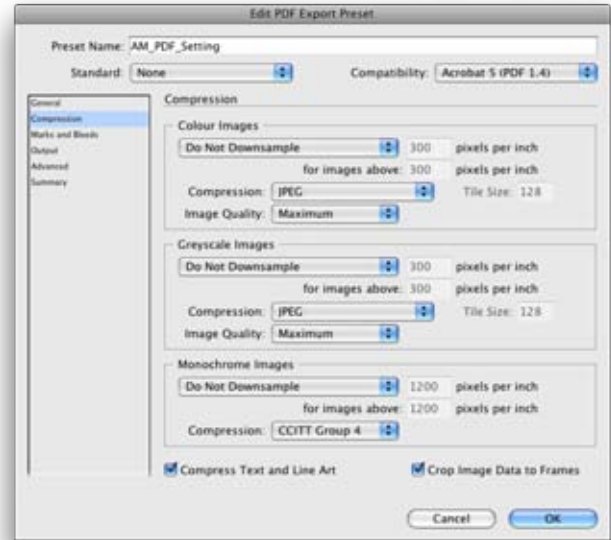
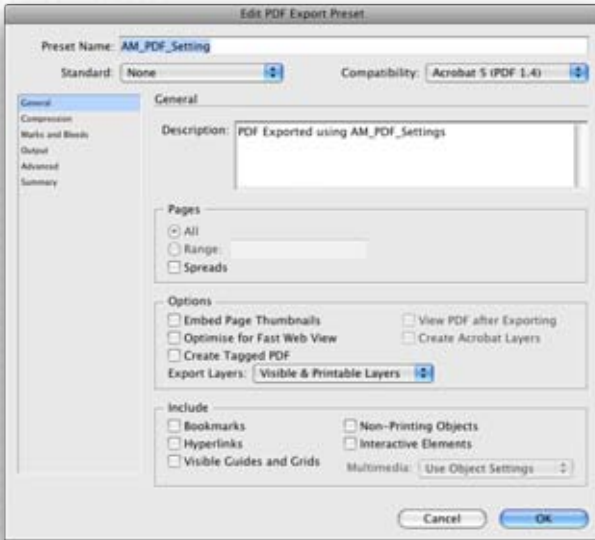
- High Resolution PDFs are the preferred method of supply. If saving from InDesign or QuarkXPress please use the export to PDF feature found in the file menu instead of via the print palette.
- Transparency affects are not fully supported by either Adobe Distiller or QuarkXPress, instead these programs flatten (rasterize to pixel format) the areas that contain transparency. This can create strange affects like bloated text and tiling lines.
- If using transparency please ensure that document rasterise settings, under the effects menu, is set to 300 dpi or any effect will be rendered in it's default lower resolution setting[†].
- InDesign is currently the only application that truly supports Transparency.
- Spot Colour DCS2 files are not supported by QuarkXPress when creating PDFs and should not be used.

*Adobe In-Design 7 and Illustrator 15 are part of Creative Suite 5, Adobe In-Design 7.1 and Illustrator 15.1 are part of Creative Suite 5.5

[†] See output settings, displayed on the following pages.



InDesign PDF Export Settings.



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QuarkXPress PDF Export Settings.

