



printable area

SPOT PRINTING - UP TO 5 COLOURS...

Film if Supplied :: Right Reading, Positive Emulsion UP
Recommended Minimum Type Size :: Positive 4pt, Negative 6pt
Registration Marks :: One placed in Centre, 4 outside the Print
Keylines :: Remove all Keylines

SPOT
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SPOT

HALF TONE PRINTING...

Screen Ruling :: 85/100 lines per inch
Dot Shape :: Round or Elliptical
Dot Density Range :: 12% - 90%
Screen Density:: 15% minimum, 85% maximum

HALF
HALF
HALF

Solid areas where possible, need to be placed on separate film as the viscosity of the ink for half tone and solid areas is different

PROCESS PRINTING...

Screen Ruling :: 100 lines per inch
Dot Shape :: Round or Elliptical
Dot Density Range :: 12% - 90%
Screen Angles :: Cyan 75, Magenta 45
Yellow 0, Black 15

PROCESS
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PROCESS

Avoid Printing Large Solid Areas when Using 4 Colour Process

Digital Formats...

Mac or PC eps files, Quark Xpress 6
Illustrator eps, Photoshop jpeg or tiff files
are the preferred formats

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Saving your artwork...

Artwork should be supplied on
CD or Zip disk
Files can be supplied via e-mail
Attachments that are compressed using
Stuffit or Win zip which will
reduce the file size

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Before you send your file...

Check that all typefaces are included
with the document on the disc
Ensure all fonts within eps or pdf are
embedded or have been converted to paths
Include all graphics and images used
in the document
Use CMYK not LAB or RGB colour models

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