

technical hint 3

Common Problems when send a file to Print

Make sure **White type** is not on **Overprint** when making elements in Adobe Illustrator. This can also apply to Quark and In-design.

Black type must be single colour.

Before Flattening a file, you must remove all **Spot Colours**, leaving the file in CMYK. Otherwise it creates issues with **Transparency** setting. This applies to In-design, Illustrator, Quark and Photoshop files.

Digital print is generally a four-colour process and blending between Spot Colours and CMYK will guarantee a problem at the printing stage.

Cut out images should be done with a clipping path in Photoshop. Avoid using too many points in polygons and paths - every point increases the files complexity. This applies to any software that uses paths and polygons, for example Photoshop, Illustrator, Freehand and Quark Xpress.

All placed images should be in high resolution; 300 dpi for greyscale and colour images, 800-1200 dpi for line art.

Fonts in logotypes and similar text should be converted into paths in Illustrator/Freehand. This applies specifically for Multiple Master fonts.

Multiple-mounted **layers** of eps images should be avoided (eps in an eps in an eps...)

Hard copy, ideally colour, of each page should accompany any files that are sent to us. Files can be accepted in digital format either on disk or via e-mail, isdn or FTP. (Please use our FTP link on this website).