

Hints, Tips & Glossary guide

Supplying your own Artwork

To obtain the best possible results when printing please read our articles below for supplying your own Artwork.

Supported File Formats

Swiftprint support the majority of DTP applications including:

Adobe PDF (preferred)
Adobe Indesign
QuarkXPress
Freehand
Illustrator
Photoshop
Microsoft Publisher
Word
Powerpoint

EPS and Illustrator files

When providing artwork as an EPS. To prevent missing font issues make sure all text in the document is converted to outlines (Text to Outlines).

Colour Output

All full colour work should be supplied as **CMYK (CYAN, MAGENTA, YELLOW, & BLACK)**, so please remember to convert all RGB images/colours used to CMYK, and convert any spot or pantone colours to process.

Single & spot colour work should be supplied in the colour required. If your work uses spot Pantone Colours, ensure that these are all named correctly as either coated or uncoated. Do not mix the two together

Images

When Supplying images for print, please remember to save your photographs or other pixel-based image at a resolution of just 300 dpi (dots per inch) – anything less may print with a pixelated ‘jaggy’ look. There is also no need to increase the dpi, as this will not improve the quality of image, but will only increase the size of the file.

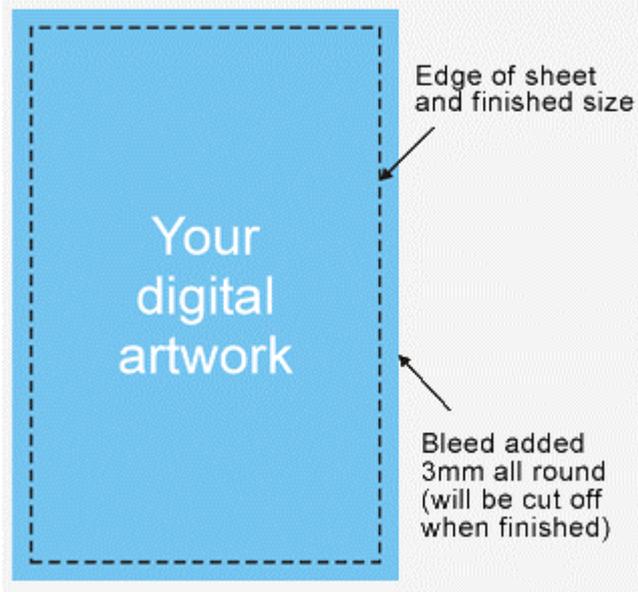
Images copied from the Internet (copyright permitting) are not suitable for high quality printing as the resolution is only 72dpi

Please check carefully the resolution of your images – just because they look good on screen doesn't mean that they will print correctly!

Please save your images in CMYK in one of the following formats: .tiff, .jpg, .psd, .ai, .pdf

Bleed

Images that go to the edge of a sheet require "bleed". This means that such images should run off the edges of the sheet by 3mm, which will then be trimmed off to the required size during the finishing process. This also allows for slight movement during the production process and will avoid any white paper showing. See image below.



File Checking

Please ensure you check your artwork thoroughly for image quality, spelling, font inclusion, etc

Whilst we will carefully check your files for compatibility and let you know if we find any problems. You may wish to carry out any corrective work yourself or commission us to carry out the work on your behalf, which is charged extra at our standard hourly rate. We will never impose additional charges without your prior permission.

Spelling

Thoroughly check and double-check your artwork for spelling errors. Try to get someone who has not worked closely on the job to help check it. This will avoid an expensive re-print. So many times our clients are so concerned to meet the deadline they miss the simplest errors.

Press ready PDF

Where at all possible please provide print-ready artwork as a press-ready PDF. Be sure your file includes crop marks and embed all fonts.

Whenever possible, please supply a printed mock-up of your document so we can check our output is the same as yours.

Please note we accept no responsibility for errors/mistakes made in artwork files supplied.

Glossary Of Terms

Colour Printing

Four colour process / CMYK: printing in full colour. The inks used are translucent and can be overprinted to produce a variety of different colours.

Spot colour printing: refers to solid colours which are found in colour ranges such as Pantone. Two colour printing is used regularly for printing stationery.

Metallic inks: spot colours which produce gold, silver, bronze or metallic effects.

Binding Options

Saddle stitching: binding folded pages by stitching them through the spine from the outside with wire staples. Not recommended for products of more than 64 pages in length.

Perfect binding: this is often used for binding books and large brochures. The printed sections are collated and held in the spine using glue.

Wiro binding: secures loose pages with looped wire that fixes into holes down the left hand side of the page. It allows for products to lie flat when opened, but can be less durable than the other binding options.

Comb binding: Similar to Wiro, but use a plastic comb with rectangular holes. Using this method pages can also be removed/added by reopening and closing the comb.

Paper

There are many different ranges and finishing of papers, most common categories are gloss coated, matt coated, silk or satin coated and uncoated. Uncoated papers are more likely to absorb the inks, leaving a slightly softer finish., whilst the coated papers can give the print more 'lift', and look sharper.

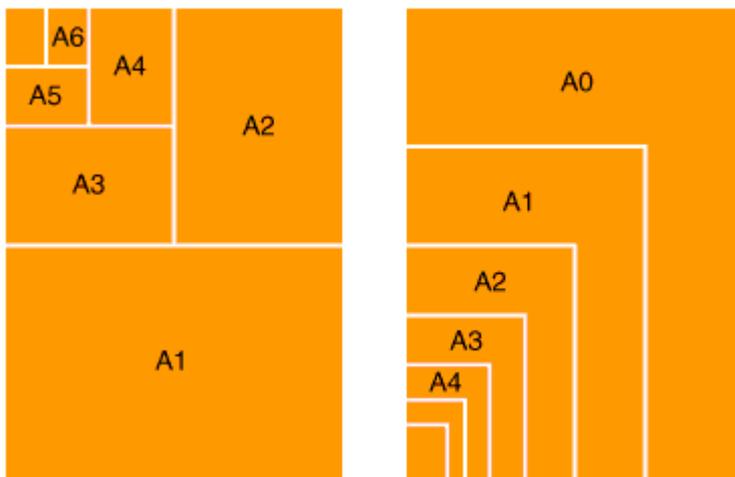
GSM: Abbreviation for 'grams per square metre'. This indicates the weight of paper or other stock. For example a typical photocopier paper is 80gsm, letterhead paper might be 100 gsm, and a business card would be about 330gsm.

Paper Sizes

A0 - 841 x 1189mm
A1 - 594 x 841mm
A2 - 420 x 594mm
A3 - 297 x 420mm
A4 - 210 x 297mm
A5 - 148 x 210mm
A6 - 105 x 148mm
A7 - 74 x 105mm

Envelope Sizes

C3 - 324 x 458
C4 - 229 x 324
C5 - 162 x 229
C6 - 114 x 162



Folding

Folding is a relatively cheap and easy way to give you more pages in your document. If you want your print work supplied folded, then make sure you mention in the quote request; the start size, the finished size and how many sides there will be when folded.

Different folds include; single fold, gate fold, roll fold and concertina fold.

Finishing

Laminating: if you have room in your budget to add lamination, it can really define and dramatise your print, whether you opt for a soft matt lamination to create a velvety finish or a gloss lamination to catch the light and add a bit of shine. It also acts as a protective barrier if your print needs to be more durable. Ideal for Menu

Die-cutting: a cutting forme can be made to cut almost any design or shape. The most common uses are made to form presentation folders, swing tickets, or special effects for a cover.

Spot Gloss Varnishing: spot gloss varnishing can be used to enhance a finish on a cover, and can often appear like a clear printed ink. Used with matt lamination it can be very impressive when used on a company logo.

Foil Blocking: Logos and text can be stamped on to a sheet using a foil to create a depressed image, it's often used with metallic foils such as gold & Silver, giving a prestigious finish

Blind embossing: no ink is used for this type of embossing; instead, the design or text is only visible as a raised area on the paper or card.

Debossing: creates a depression rather than a raised impression.