

## Vinyl Production

### Artwork Specification

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For greatest efficiency and economy artwork files should be sent as press-optimised pdfs, conforming to x/1-a (2001), version 1.3.

Remember that the appearance of your design on screen might be different to that of the printed product. Follow these guides to ensure that the similarity between the two is optimised.

- CMYK - not RGB or LAB colour
- 300dpi minimum resolution for colour/greyscale, 1200dpi for line-work
- Embed all fonts
- 3mm bleed all around for paper parts (pack, booklet & inlay)
- Text should ideally be vectored to maintain its sharpness.  
Registration - the lining up of printing plates - comes with a tolerance of 0.2mm.  
The fewer plates used in small text & hairline images the more precise the result, so for black text we highly recommend the use of K only rather than CMYK.
- Text & 'non-bleeding' graphics/images must be 2mm minimum from trim edges  
Spine text is the exception here of course, & should be visible 6pt or larger.
- Show all fold/trim marks *adjacent* to bleed area – 3mm clear of trim size – not *on* bleed area.
- Maximum ink coverage for CMYK: 320% total
- Minimum tint values to print should be 5/5/10/5
- ICC profiles should be removed;
- Ideally pdf should be output to FOGRA39.
- OPI & DeviceN must be 'off'

### Paper parts:

- Booklet pages must be in single pages or printers pairs, not readers' pairs.  
4pp booklet example: 1 & 4, 2 & 3
- Barcode must be vectored and 100% K. If overlaid onto a plain/light/white background image you do not need a white oblong behind it.  
The bars' height can be chopped, but keep some height to maintain its readability at the checkout.

## Notes

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- The lead times we advise are based on approval of finalised artwork, not from when you first supply your files.  
Please respect and follow the guides for print design in the knowledge that it is different to web design in many ways.
- We check for technical issues with the artwork – we do not proof-read your content.  
We will advise if something looks irregular or unprofessional, just in case this is not intended; and if we come across an error in spelling, grammar or typesetting, we will point this out.
- If you are unable to supply artwork in the correct formats, or you cannot correct any technical flaws it may have, we can take usually take care of this. There will be a reasonable time-based charge added to the bill.
- Similarly, if you choose to supply source documents (eg Quark, InDesign etc files), there will be a time-based charge applied to convert these.  
Please be sure to include **all** associated files/fonts/graphics, and also a print-out of all artwork so that we can check for inclusion before sending pdfs for your approval prior to production.