

ARTWORK REQUIREMENTS

All artwork & images need to be in CMYK or specified Pantone Colours. Please note that RGB colours are liable to change when converted to CMYK, for which we cannot take responsibility.

Image resolution should be 300dpi or greater, at the size of reproduction. NOTE: If an image is enlarged, the resolution of that image is reduced proportionally.

Cutter guides should be created using a spot colour that is not also being used elsewhere in the artwork file.

Artwork should have 3mm bleed on all printed edges, and be centred within the document page.

Artwork for booklets should be supplied as individual single pages, in the order they appear in the booklet (not in printers' pairs). Please do not put pages together as spreads, i.e. two facing pages should not be assembled as one single spread, but kept as separate pages (which may then be viewed together in the artwork file). Our software will then assemble the pages in the order they need to be printed.

Please supply all fonts used. Fonts should be embedded if PDF artwork is being supplied, and converted to outlines if artwork is being originated on a PC-based platform.

Colour separations should be turned off when writing PDF artwork, as we cannot recombine the colours with any trapping.

An Acrobat Distiller PPD file, for generating PDF artwork using preset preferences specifically tailored for our workflow systems, is available for download.

Accepted file formats:

PDF
IND
QXD
PSD
AI
EPS
Tiff
JPG

Accepted Software Packages:

Quark Xpress
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Freehand

Most other software packages accepted if artwork being created/completed by Berrico.

Please note that artwork not supplied to our specifications, or requiring further work or amendment before processing, may be subject to additional system time at extra cost.

Please accompany your artwork with your own visual guides wherever possible, ideally in the form of hard-copy run-outs, for our reference whilst processing your job.

We cannot guarantee to match the colour of third-party printed or other non-paper based materials supplied for that purpose, but will try our utmost to do so. Where colour is critical we would always advise having a machine wet proof, prior to the commencement of the print run.

Berrico cannot accept any responsibility for errors or omissions in the printed product, unless a correct final post-RIP proof has been approved by the client.

Post-RIP PDF proofs must be viewed in Adobe Acrobat v7 or later, with Overprint Preview selected.

57-63 Churchfield Road
London W3 6AU

T 020 8992 6454
F 020 8752 0670

E berrico@berrico.co.uk
www.berrico.co.uk

Registered No: 3285726
Registered Office: 3 Brook Business
Centre, Cowley Mill Road, Uxbridge,
Middlesex UB8 2FX