

Artwork Guidelines

This document will assist you in preparing your artwork for output onto our large format printers. Please read it carefully to avoid any delays in getting your order produced. PDFs can also be ideal for artwork that needs to go straight to print.

Setting up PDF files for print

We accept high resolution PDF files, saved out using the Adobe High Quality Print preset. Please ensure Illustrator Editing Capabilities are preserved in case we need to adjust your files. If you are sending Indesign or Illustrator files we will need print ready artwork to be collected, ready for output. Every linked file, including fonts, must be included in the final job folder. Failure to include these files will result in a printing delay and possibly upset the delivery date of the finished project.

Fonts

Avoid Truetype fonts as they are not as reliable in Postscript RIPs as Postscript fonts. If you are in any doubt about the fonts you are using then please convert the text to outlines.

Extensions

If you are using any extensions or plug-ins to design a document which are vital to the layout of the finished document then please include these with the files to prevent any layout problems at the print stage.

Images for print

Please supply your images as CMYK files. Our printers generally use CMYK for their colour output. Any RGB files included in designs will be outputted as CMYK and therefore could suffer from colour shift at the print stage.

Minimum Resolution

Resolution requirements can differ depending on the finished size of your print. Use the table below as a rough guide to the resolution requirements;

Printed Size	420 x 300mm	840 x 600mm	1400 x 1000mm	1800 x 1200mm	3000 x 2000mm	6000 x 3000mm
Resolution	300 ppi	150 ppi	100 ppi	85 ppi	60 ppi	45 ppi

This table is intended as a guide only. The quality of the original source has a significant influence on the output, ie. an image taken off a website and increased to 3000x2000mm won't look as good as a photo from a 10-megapixel camera increased to the same dimensions.

JPEGs

It is advisable to save an image as a jpeg if you are trying to save disk space. Use a 100% (level 12) quality JPEG or save the file as a compressed (LZW) TIFF file if you need to shrink the file size. Please be reasonable with file sizes and always bare in mind the intended viewing distance of the final product.

Excessive file sizes and resolution can cause unnecessary delays.

Proofing

Colour proofs can be supplied upon request. Artwork can be at any reasonable scale if using EPS files, but if sending PDF files, aim to create artwork at 100% of the final printed size.

Sending us your files

Files can be supplied on CD or DVD but we also provide online file transfer methods. Please ensure that all folders and disks are carefully labelled with your company name (and agency name if applicable). We advise customers to call or email us when artwork has been sent.

FTP: <ftp.octink.com>

Please contact your Octink account manager for log in details. You can upload files to our FTP server using any FTP client software.

Email: studio@octink.com

For files less than 5Mb only. If you are sending your file via email please compress the file with Winzip or Stuff it. There are now Online services such as secure storage area and email us with a link to the files. This can be quicker than uploading to our busy FTP server.

Please refer to our 'FTP & Online Delivery Guide' for more information on sending us your files

FTP & Online Delivery

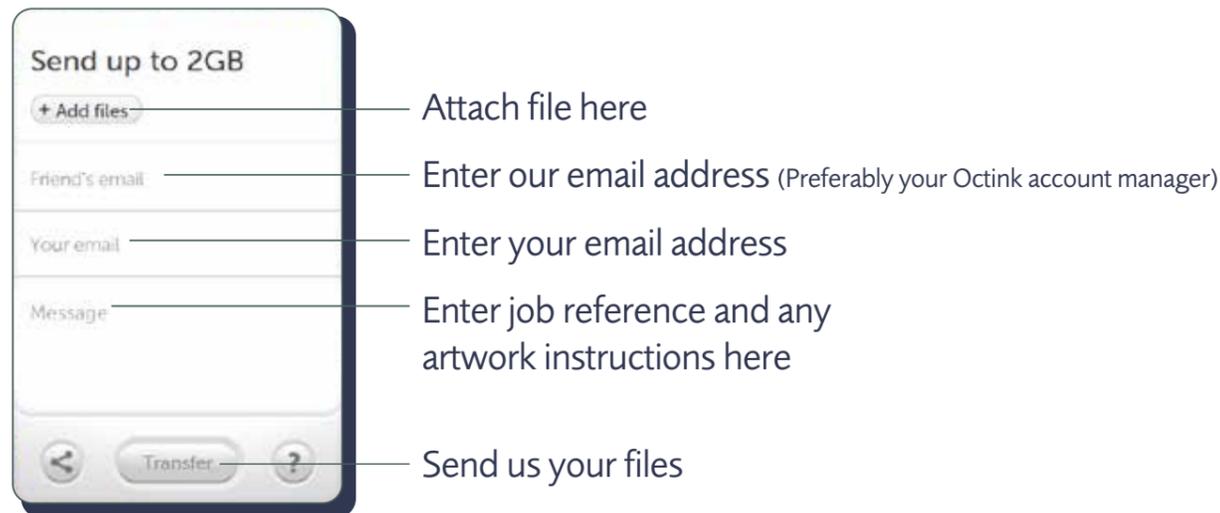
Online Transfer

It is recommended that your files are compressed using programs such as Stuffit or Winzip. This will ensure that your data is received safely. When you have compressed your project, please be sure to label your file with a purchase order number or project name (e.g. 'Acme exhibition panels.zip') to make sure your project is managed more efficiently.

Stuffit is available from: www.stuffit.com

Winzip is available from: www.winzip.com

Log onto wettransfer.com and follow the screen instructions;



There are several other online-based methods for sending large files. Some of the most popular sites are:

YouSendIt: www.yousendit.com

Box.net: www.box.net

DropBox: www.getdropbox.com

MobileMe: www.apple.com/mobileme

SendThisFile: www.sendthisfile.com

FTP delivery

Another option for sending us your files is through our FTP. It is recommended that you compress your files using programs such as Stuffit or Winzip. This will ensure that your data is received safely. Fetch, Transmit, and CuteFTP are popular FTP client software packages.

Using any standard FTP (File Transfer Protocol) client software, establish a connection to:

FTP server: [ftp.octink.com](ftp://ftp.octink.com)

Username: *Contact your account manager*

Password: *Contact your account manager*

Fetch (Mac OS) is available from: www.fetchsoftworks.com

CuteFTP (Windows) is available from: www.globalscape.com

Contact Octink

When your file transfer is complete, please inform your account manager via email or telephone stating your filename and the time the file was sent.

Telephone: 020 8232 6800

Email: info@octink.com