



A R C H E R S



Supplying Artwork

This document is aimed to assist you in preparing your artwork for output onto large and grand format inkjet printers, cutting logos in vinyl and other applications.

We have a comprehensive collection of the latest design software running on both PC and Mac:

- **QuarkXpress 7**
- **Indesign CS2**
- **Illustrator CS2**
- **Photoshop CS2**

Most files saved in EPS, TIFF, and JPEG format are usable provided they are supplied at the relevant resolution suitable for the application of the design.

Files can be supplied on CD or DVD media or by using the electronic file transfer methods outlined below. Please ensure that all folders and disks are carefully labelled with your company name (and agency name if applicable).

You can upload files to our servers using any ftp client software. Archers recommend CuteFTP for Windows and Transmit for the Mac. Make sure you supply the files in a folder or zipped using Winzip or a similar program (Mac OS X users can right click the folder and choose "Create archive" from the menu).

- **FTP: 217.34.44.228 (Username "archerftp" Password "summer")**
- **Email: artwork@archersigns.com (For files less than 5Mb)**

For technical assistance please call Archers on **020 8891 2666**.



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Print Guidelines

Outputting your files ready for print

Archers recommend using Adobe Distiller® or equivalent to output your artwork as a PDF. The Ghent PDF Workgroup [link: <http://www.gwg.org/siteen/index.php>] is an organisation dedicated to producing pdf output settings that mirror the most common printing processes around the world. You can find a setting for printing large format graphics for many applications (<http://www.gwg.org/siteen/content/search/searchpage.php?msi=56>). These pdf settings will reject any problematic files ensuring that there is no delay once artwork is submitted to Archers.

Printing from QuarkXpress and Indesign

Although we prefer PDFs we can print from original print files and it is recommended that you provide the original files along with a printed version of your designs in case we need to adjust anything prior to printing.

Finished artwork needs to be collected prior to output. Every linked file including fonts must be included in the final job folder. Failure to check these files will result in a printing delay and possibly upset the delivery date of the finished project.

Using fonts

If Truetype fonts are to be used in a printing job then please note that they are not as reliable in our RIP as Postscript fonts. If you are in any doubt about the fonts you are using then please make sure you outline your fonts prior to outputting for **print**.



A R C H E R S



Images and scanning

Clipping paths are the most reliable method for masking within QuarkXpress. Using alpha channels can sometimes cause problems in the RIP.

Scanning

Images should generally be scanned at 300ppi or above. The resulting saved file should not be less than 10% of the final printed size at 300dpi or greater. Try to aim to produce the image at 25% of the final print size at print resolution. For the best results please save the resulting file in an uncompressed TIFF format.

JPEG images

Jpegs are compressed image files. They contain noise and patterns that may appear as defects in the print. It is only 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 TIFF file so that the image quality will not suffer unduly.

Colours and matching

Please note that any Pantone® or other spot colours will be converted to CMYK during the printing process. Please inform us if you need careful colour matching on a particular project. If we are converting your colours to vinyl swatches then we can supply colour samples for your to approve the nearest match.



A R C H E R S



CMYK versus RGB

If you are simply outputting an image for printing then keeping them at RGB will give you the best result through our RIP. Large format printers and their RIPs are generally optimised to get the widest possible colour gamut from RGB images.

However if you are outputting a design containing a mixture of images, text and graphics then the file must be set to CMYK and embedded or linked images converted to CMYK to ensure that colours remain consistent throughout your designs.

Vinyl cutting, 3D built up and fret-cut designs

If you require shapes and lettering to be cut out, e.g. for vehicle or window graphics, then you need to make sure that your artwork is supplied as a vector file prior to output.

Don't panic if you only have a letterhead or Word file of your log as we can artwork it for you for a small charge.

If you have any further questions regarding artwork then contact us using the details below:

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Our main email address is sales@archersigns.com