



print guidelines

v7/07

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page sizes

Standard page sizes are listed below. If you wish to create a custom size document, please contact us to check pricing or to discuss any other issues.

A0 (1189 x 841)

A1 (841 x 594)

A2 (594 x 420)

A3 (420 x 297)

A4 (297 x 210)

A4 (210 x 148)

A6 (148 x 105)

Business Cards (common 54 x 85 credit card size)

When providing artwork for large print, we recommend that you produce artwork at a smaller size ie. 25%, 50%, 100% or a smaller page size than the finished size to make it easier to work with.

page bleed

Bleed refers to image coverage over the printed sheet.

If you require an image to cover a sheet without leaving a white border, we ask that you add / extend your image to a minimum of 3mm around the page size.

If you do not require bleed, your image will be scaled to fit the chosen page size leaving a border around the page of no less than 3mm.

If providing artwork for canvas prints, please contact us for requirements.

see examples:



paper stock

Choosing the correct stock for your work is very important, we will offer advice and various options best suited to the job and provide you with samples if required.

Paper is measured in gsm (grams per square metre) and microns. A heavier stock results in a thicker sheet of paper or board.

The paper stocks that we carry are listed below, there are various options depending on application and print option. Further stocks can be ordered to fulfil your requirements upon request.

Digital Print:

80gsm - 330gsm Ultra Smooth / Special Stocks

Litho Print:

60gsm - 800mic Un-coated / Coated, Silk (Matt) / Gloss, Textured, Recycled

Wide Format Print (indoor & outdoor):

Un-coated, Satin / Gloss, Vinyl, Composite Vinyls, Canvas, Back-lit, Window Film, Self Adhesives (white & clear)

colour

RGB or red, green and blue are the primary colours of light used within a computer monitor and television screen to make up a full colour image.

CMYK or cyan, magenta, yellow and key (black) are the primary colours used when printing a full colour image.

Images that are supplied as RGB will need to be converted to CMYK before printing. This change of colour set up may effect the image.*

If your artwork contains spot colours, please give the details of the Pantone(s) required. Please be aware that spot colour is only available on litho print. Spot colours will be interpreted as process CMYK when printed digitally or as a 4 colour litho print. Please note that colours may vary depending on the substrate being printed on.

If you require a colour match please provide a sample of the colour with your work.

* When supplying images for wide format printing, images may remain RGB as our machines offer a wider colour spectrum. RGB images are more suitable for florescent colours and photographs.

print quality

Dots Per Inch or DPI is the amount of colour information contained within each square inch of an image.

DPI is generally used to describe the quality of a digital image, with the higher the DPI resulting in better image resolution.

When supplying images for print, **300dpi** is usually the minimum standard preferred with anything less likely to become blurred or pixelated.

72dpi is used for images that are screen based ie. websites etc. Extracting images directly from websites to use in printed material is not advisable due to the poor quality.

Increasing or interpolating the dpi of an image is possible through photo editing packages like Adobe Photoshop. However, this method will only increase the quality of your image by a small amount and is only recommended as a last resort.

The images below demonstrate the difference in quality:

(if viewed on-screen, please zoom in to the images for a more noticeable difference).



72dpi



300dpi

finishing

There are a variety of options to consider during the finishing stage of your work.

The most common finishing procedure is having your print work trimmed to size and packed ready for delivery. However, there are other options that may suit your work.

Litho & Digital Options:

Collated / Un-Collated
Staple: corner / left or right margin
Drill / Hole Punch: 2 hole / 4 hole
Folded: face up / face down
Saddle Stitched (stapled booklet)
Saddle (loose booklet)
Wire-bound
Perfect-bound
Glued
Encapsulated
Gloss / Matt Laminated
Spot Varnish (not available on digital print)
Die Cut

Wide Format Options:

Mounting onto Board / Foam-Board / Foamex etc.
Matt (indoor & outdoor) / Gloss / Sandtex Seal
Encapsulated
Shape Cutting (stickers, displays, window graphics)
Board Cut-Outs

Please contact us to discuss your options.

delivery

ALL items are checked and packed carefully upon leaving Oscar Group for delivery. We provide a delivery service and also welcome the use of external courier service that may be used by our clients. Please note that oscar group will not be held responsible for damage caused by third party organisations.

sending artwork

When sending artwork for print or other purposes, we ask that you provide your work in the following PDF format depending on the production method: (Please check your documents before it is sent for print. Extra proofs and print set-up are chargeable)

Litho and Small Format Digital Print:

PDF artwork CMYK / Spot Colour (litho only)

at least 300dpi **WITH** 3mm bleed edge but **WITHOUT** any print marks.

IF your work is supplied to bleed and **WITHOUT** a bleed edge, the content will be scaled to fit the document size (see page 2 for examples)

Wide Format Print / Poster:

PDF artwork CMYK / RGB at a suitable scale ie. 25%, 50%, 100%

at least 300dpi **WITH** 3mm bleed edge **WITH** crop marks.

Failure to do so may result in your work being trimmed incorrectly.

For all **LITHO** and **DIGITAL** print work, we prefer to receive **ALL** elements used in the artwork including fonts and images. There are options on some publishing packages eg. Quark XPress / Adobe InDesign that collect all the prep files into one folder.

If you are unable to send fonts with your artwork please **OUTLINE** or **RASTERIZE** the fonts used in **LIVE** file formats eg. EPS, PSD to prevent them from being substituted.

Also, when possible please provide a printed copy of your artwork, either colour or black and white (this can be faxed to 01908 560 223).

If you require a colour match please provide a sample of the colour with your work.

FILE FORMATS: We can utilise most file formats that we receive although we do ask you try and send files in recognised formats to remove any unnecessary problems that may occur in file preparation and output.

PDF, Quark Xpress 6.5, Adobe CS Suite, Microsoft Office, Zip File, Stuffit File

FTP file transfer

If you wish to provide artwork electronically we offer an FTP service to clients. We will create an FTP account for your company and forward you the details of how to use the facility.

(You may require FTP software (available as a free download) to help with file transfer.)

check list

Before sending work, please check that artwork conforms the information given below.

Please provide a copy of this completed form with your artwork or Fax to: 01908 560 223

Please provide a brief outline of the work required:

How is the artwork being sent? CD Email FTP Other (please specify)

Have you included fonts with your artwork? Yes No

Have you outlined the fonts used in your artwork? Yes No

Have you provided a printed proof (b/w or colour)? Colour B/w No

Pantone Reference (if applicable). PMS _____ C / U

Do you require a colour match and have provided a sample? Yes No

Have you converted **ALL** images to **CMYK** ? (litho & small digital print) Yes No

What colour set-up have you used for your wide format print? RGB CMYK

Is the quality of your images **300dpi** or higher? Yes No

Supplied Artwork Size (25%, 50%, 100%, A4, A3 etc.) _____

Finished document size. A5 A4 A3 A2
 A1 A0 Other (please specify)

Is your image to be printed edge to edge? Yes No

If **YES**, have you included a 3mm bleed to all edges? Yes No

If **NO**, your image will be scaled to fit the chosen page size.

Has your artwork been set-up to the correct print requirements? (see page 6) Yes No

What finishing option(s) do you require?

Please note, estimates assume that where artwork is provided, it will follow the information given within this document. Artwork supplied in other ways may result in additional charges / or reprints charged to the client. If you require assistance when supplying artwork please contact your account handler on **01908 260 333**.