ECKERSLEY GROUP

CUSTOMER SUPPLIED ARTWORK BRIEF

Adobe Acrobat PDF
We would prefer to receive a Hi Res PDF saved from your creative application. Please make sure that the PDF is exported with output colour conversions set to "No colour conversions" and Profile inclusions policy set to "Don't include profiles"

Indesign
Please ensure that the file is packaged using Indesign's "Package" option. Please ensure all fonts and images are packaged in this process.

Adobe Illustrator
Please ensure all artwork is exported as either CMYK or Spot colour. With no combinations. The file must then me exported Hi Res PDF as above.

Photoshop
Images must be saved as PSD, JPEG, or TIF format. Files must be supplied at 300dpi, CMYK, trim size + 3mm bleed all around the document

> Please Note: We use the Australian Print Standard **FOGRA39** colour profile.

CLIENT CHECKLIST

☐ **BLEED** - 3mm bleed outside trim edge.

☐ **TRIM MARKS** - Important information must be inset 3mm from your trim marks. Ai or Acrobat art to be centred on page.

☐ **FONTS** - All fonts are embedded or outlined.

☐ **COLOURS** - Only CMYK or spot colours are to be used.

☐ **IMAGES** - All scans and images are correct size and resolution (300dpi).

Design
- Strokes must be at least 0.25 point
- Important information such as text and logos must be inset 3mm from your trim marks.
- All fonts must be embedded or outlined.
- All image links must be embedded.

Bleed
- 3mm bleed required.

Colours
- Always use CMYK or Spot Colours; never use RGB or any other colour palette. CMYK only for full colour jobs. Spot Colours only when job is quoted to print in Spot Colour.

CUSTOMER LARGE FILE UPLOAD/DOWNLOAD/PROOFS

Dropbox

Large File Sizes
If you need to send large files to us, we use a free service called DropBox. Click on the link below or copy and paste into your browser.

www.dropbox.com
1. Click 'Sign In' in the top right corner of the web page
2. Sign in using details (2a & 2b).
2(a). Enter username 'dropbox@printapproach.com.au'
2(b). Enter password 'clientfile'
3. Drag and drop files into 'Print Approach Upload Files'

NB. Large files might take a couple of minutes to upload.