

## **GUIDANCE FOR ARTWORK FROM D. COLE LABELS**

Files can be sent via 3.5" diskette, 128 and 230 Mbyte 3.5" MO disk, 100 Mbyte Zip Cartridges, C.D, and E-Mail. It is essential that we are supplied with colour proofs or separated run-outs of the files supplied. This is needed to verify the files supplied and to ensure we do print to your requirements.

Please note, any bleed-off designs (including designs with borders) will require a minimum of 3mm bleed allowed.

We support the following applications:

\*QuarkXpress 4 or 5 / \*Adobe Illustrator up to 10 – version 8 preferred / \*Photoshop 7 / \*FreeHand 10 (Still support 8 & 9) / \*Adobe Acrobat 5 / \*ArtPro 6.5

When a file has been created in an earlier version of any of these applications, we will use the corresponding earlier version where possible.

All files sent must be accompanied by all the placed images (EPS, TIFF or DCS). DO NOT use pict files, they look nice on screen but are not good enough for high resolution output. To ensure high quality print output, we recommend a minimum of 1200dpi resolution.

As well as accepting files created in the above mentioned applications, we can accept files from any other programme provided it has been saved in Macintosh EPS format. Where a programme will not generate an EPS file we can usually accept a PostScript file. If a file was generated on a PC and contains any exotic fonts, or where fonts are critical, they should be outlined before making EPS's. Although we support many fonts, we cannot guarantee they will run out the same across different platforms.

Fonts are often a problem. We support many font families, but we cannot support all font families from all type libraries (we have Monotype, Adobe and Linotype libraries on a type on call agreement). It is legal for you to send us the font to use on your job provided you remove it from your system for the duration of its visit to us, and we do not carry out any type corrections using that font on our system. On this basis we can accept your fonts. Fonts should be Type 1 format.

### **Notes on specific applications**

Adobe Illustrator 8.0/9 is able to open any file created in a previous version of the programme. Illustrator 6.1 has some bug fixes and refinements, especially to text handling, which means when opening files created using version 5 and 5.5, text can flow differently. It's no consolation that it seems to work as expected now, but where matching to previous films is critical you should check carefully which version of Illustrator the job was previously used.

If you are using an older version of Illustrator and have no plans to upgrade, I recommend that fonts should be outlined to guard against any unexpected word or character spacing. If you do outline fonts before sending to us, make sure you retain a copy of the file with editable text for any future changes you may need to make.

Adobe PhotoShop can give excellent results provided your monitor is calibrated against the printed samples taken from a calibrated image setter (i.e. an image setter that outputs the screens at the same percentage that the files asked for) using the same print process (e.g. flexo) on a similar material (e.g. machine coated paper). Try comparing a previously printed file with the same file on screen and adjust your monitor accordingly. If you want us to use your scanned colour images make sure that they are high enough resolution and that you have viewed using a 24-bit monitor (millions of colours). For all critical colour work there is no substitute for a wet proof, this is as near to the finished printed article as possible without going to a full print run.

QuarkXpress provides most problems from the automatic trapping. To help make sure you know what to expect, turn the trap preferences up and run out separations onto a laser printer, separations will print differently to a composite proof and turning the trap preferences up shows what trapping will take place.

We trust this information has proved helpful. If you require further assistance please do not hesitate to call a member of our sales team.

### **D. COLE SELF ADHESIVE LABELS**

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