

How to supply Artwork for your Maxiblinds ?

There are 3 ways to produce printed graphics on Maxiblinds:

- 1) - Client to provide all artwork on disk, set up ready for our artwork studio to print. (see guidelines below)
- 2) – POD to design - client to supply all images & logos along with sketch & brief. £ POA
- 3) – POD to design - POD to source and supply all images. Client to provide sketch & brief. £ POA

1) To create suitable artwork for our artwork department, please follow the instructions below.

Find Actual size of the visual area for the print. Please always check visual area when setting up artwork as not all binds are the same size.

1. Artwork should be set up in Quark Xpress @ 50% or 25% of actual size (use largest document % size will allow). Create a single page document in Quark Xpress, Illustrator or Photoshop. Allow an extra 100 mm at the top and 50 mm at the bottom for the blind mechanism.

2. Keep all artwork within the page area, but allow any images or design elements to bleed off approx. 10 mm for trimming.

3. Photoshop files/scans should be 200 dpi at final dimensions if the size of the image will be up to A2 final size on the artwork - 150 dpi if the image is larger or will cover the entire graphic area. This will avoid any pixilation of the image due to low resolution images. Images can be in RGB or CMYK in eps or tif format.

4. Convert all Freehand text.eps or Illustrator text.eps files to outlines/paths - as these are vector files they can be enlarged to any size. (but make sure they remain editable) - this will avoid having to send any fonts used for logos etc.

5. Remember to include all fonts with your saved quark file (use an image and font capture programme such as Flightcheck if you have it) - save each blind as an individual page if possible as this cuts down on production time.

6. Please supply a colour proof of the layout with the disk. Also a printed reference i.e. a brochure or letterhead if colour critical (we will endeavour to match as closely as the printing process will allow).

7. Please supply on CD, iomega zip 100 mb (Mac or PC). Quark Xpress 4.2, Photoshop 7.0, Freehand 9.0, Illustrator 9.0 and CorelDraw are all supported. Files in Microsoft Word, Powerpoint or Exel are not supported.

Please Note:

If you are supplying full artwork or just individual components for POD to design please be aware that All **Company logos** should be in Adobe Illustrator or Macromedia Freehand files .eps editable format. Logos off the internet are not suitable and will have to be redrawn at a cost.

If you require any further information please call:

POD Sales Office - 01933 411159
Studio Hotline - 01933 413116