



Print Artwork Specifications

General

Please ensure artwork is supplied in line with these specifications. Artwork received that is not in line with these specifications may be subject to amend charges. Mochua Print cannot accept responsibility for print errors or late deliveries where artwork has been supplied incorrectly.

Artwork origination

We advise that artwork is only generated and amended in the following design programs:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign or Quark Xpress

Mochua Print cannot accept responsibility for any unwanted results from artwork originally generated in any other package (please see the special note below regarding Corel generated files). This is especially true of 'Office' programs such as Microsoft Word, Powerpoint, Publisher, etc regardless of how the files are exported.

Artwork should be saved in the following file formats:

PDF, EPS, TIFF or JPEG

Alternatively a Mac generated open application file can be supplied using one of the following applications (and all previous versions). Please remember to include all fonts and images required:

Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC & Quark Xpress 9

Set Up

Files should be supplied including bleeds; print will be returned at the finished sizes. Please ensure all artwork is centered within the document page. Please ensure no excess artwork remains on the artboard.

Sizes

	finished size	including bleed
A4	297mm x 210mm	303mm x 216mm
A5	210mm x 148mm	216mm x 154mm
A6	148mm x 105mm	154mm x 111mm
A7	105mm x 74mm	111mm x 80mm
DL	210mm x 99mm	216mm x 105mm
Business Card	85mm x 55mm	91mm x 61mm

Imposition & Folding

All artwork supplied that requires a particular imposition or folding must be accompanied by printed proof that is imposed and folded as required.

Bleed

All artwork must include a 3mm bleed on all sides (see sizes above), all text and images should be at least a further 5mm from the crop guides. This is because cutting can only be accurate to about 1.5mm when cutting smaller items. If you are unsure about bleed please contact us and we will send you a further bleed explanation document. To ensure correct printing an appropriate border will be added to all artwork supplied without correct bleeds.

Resolution

All non-vector artwork should be supplied at a minimum of 300 dpi, any artwork supplied lower than 300 dpi will print blurred or pixelated. EPS and Illustrator files should have their final output set to 2540. PDFs should be set as follows; overall resolution of 2540, individual line art resolution of 1200 dpi and individual bitmap resolution of 300 dpi.

Colour

Unless specified, all colour printing is full colour and should be completed and saved in CMYK process, Mochua Print & Design cannot take responsibility for any unexpected results experienced from artwork supplied in non-CMYK colour. Please delete all unused colour swatches from the colour palettes. Do not use Pantone, Index or similar colours unless pre-arranged for specialist jobs and please ensure artwork files do not contain embedded colour profiles.

Please note that it is unlikely that the colours shown by your monitor will be the same as is produced by the printing process, this is because a monitor displays in RGB and is subject to Balance and Contrast adjustments (like a TV). Please also note that a desk Inkjet or Laser printer will also not truly reflect print colour, as these printers are not calibrated to do so.

Ink coverage

Maximum ink coverage must be no more than 240% Any thin text and/or artwork will not appear crisp if ink coverage is supplied too high. We recommend a vibrant black is created with 100% Key, 40% Cyan & 20% Magenta.

Type

All fonts used should be embedded (PDFs) or converted to outlines (Illustrator EPS). We can accept Mac fonts for Mac generated artwork but cannot accept any artwork that requires PC fonts. If Mac fonts are supplied, please ensure all and only the correct fonts are supplied including both the postscript (printer) and screen fonts.

Transparencies

If using the transparency functions in any design program, generated transparencies must be flattened and the files then converted to PDF or bitmap (TIFF or JPEG) before supplying. Transparency may generate unexpected results.

Overprint & Knockout

Please ensure that no elements of the design are set to overprint unless specifically required. We cannot always check for this and it is likely to generate unexpected results.

Quark features

Please do not use the text display attributes (Bold, Italic, etc) in Quark, instead use font families with suitable choices. You should also not change imposed picture sizes in Quark, the files should be re-sized in Photoshop / Illustrator and then imposed at their full size. Both these features do not always work when the file is ripped and may generate unwanted results.

Photoshop files

Please save all Photoshop files as either uncompressed TIF files or Photoshop EPS files. All Photoshop files must be flattened prior to saving, TIF files saved with layers or EPS files containing vector information may not work correctly when the file is ripped and may generate unwanted results. Photoshop EPS files should always be saved with maximum JPEG compression.

Freehand files

Please export all Freehand generated files as editable EPS files.

Corel generated files

Please convert all files generated in CorelDraw and Corel Photopaint to bitmap files (TIFF or JPEG). Saving CorelDraw documents as EPS files is possible but may alter the artwork - if you wish to do this please open the EPS files in Illustrator or Freehand to check they are as expected or impose in QuarkXpress / InDesign and print a postscript file and again check that they are as expected.

Artwork Supply

Compression

Files should be supplied uncompressed wherever possible; Stuffit / Drop Stuff may be used to compress files if necessary. However all files sent via electronic file transfer methods (E-mail, web uploads) should be compressed as either sit or zip files.

Proof

All artwork must be supplied with a colour proof. All open files (non bitmap artwork) sent digitally must be sent with a clearly labeled JPEG proof. Mochua Print cannot accept responsibility for any printing errors if no proof is supplied.

Re-supplying artwork

We aim to check and prepare for print all artwork as soon as it received, if you need to amend your artwork and re-supply it you must phone the office to arrange this and clearly label the re-supplied version. Mochua Print cannot accept any responsibility if incorrect versions are printed when multiple versions have been supplied with no phoned instructions have been given. If the files are complex and take significant time to prepare for print a charge may be made for re-supplied files.

Artwork supply address

Post artwork to:

Mochua Print & Design
Unit 3
Clonminam Business Park
Portlaoise
County Laois

E-mail artwork (or Dropbox link, or WeTransfer etc link) to:

design@mochuaprint.ie

Confirmation

Artwork will only be processed on receipt of written, fax or E-mail confirmation of the full order.

Terms & Conditions

Standard terms and conditions apply, available on request.

If you have any questions please contact the Design Department:

Phone : **057 86 34050**

Email: **design@mochuaprint.ie**