

**ARTWORK INFO:**

Our art department is PC based and we use Corel Draw 14 and the Adobe Suite of programs for most design and production work.

When submitting your artwork for printing our first preference would be a high resolution PDF (press quality) or EPS file but if you only have your ideas noted down in a Word document, Excel file or email send that too, it's always helpful for us to have something to start with.

**ARTWORK CONSIDERATIONS:****Design Ideas:**

Any design ideas you have should be provided to us, this enables us to get an idea of what your concept is and create artwork based on your ideas. It saves time and money for us and you.

**Print Ready Files**

When designing artwork for label printing please use vector based programs only (Corel & Illustrator CS) - doing this will allow for better printing results i.e. sharpness, separations and speedy proofing.

We will accept print ready files, but please convert text to outlines and save as both a press quality PDF and an EPS file and send us both, we then import into one of our programs above to work with it. Please note that any Gif or Jpeg files you send may not be of satisfaction due to compression factors. Any files received in Word, Excel etc may only be used for simple designs or text or may have to be redrawn to satisfy our prepress stage.

If artwork has bleed (the cut die line touches the printed image), allow 2mm for this to ensure a clean edge of finished print.

It is best not to use drop shadows as these do not reproduce well when put through some of our printing processes and where possible to provide the work in the CMYK colour model unless otherwise specified when being quoted.

**Proofing Process:**

The proofing process is vital to the success of your project. We will provide proof sheets for you to check or request changes.

It is not until you are satisfied and have signed the proof sheet that we proceed with the production of your order. The production process will not begin until the associated proof sheet is signed by the client.

**Any Queries**

Please contact our art department by e-mail to [art@aldineprinters.com.au](mailto:art@aldineprinters.com.au) for any concerns or questions