

Kenton Instore

Screen Print & POS Advertising

Digital Artwork Specification Sheet



Programs

Freehand	v9.0
Illustrator	v10.0
Quark	v5.01
Photoshop	v7.0

All the above are MAC programs though conversions of industry standard PC format files are possible. In preference, please export PC Documents as Adobe Illustrator files.

Please ensure that all fonts supplied are Mac Type1 format and include both Postscript and Outline versions.

Please do not specify halftone angles within the document. We do not use conventional litho angles.



File Save/Retrieve Options

Zip	100Mb
Jazz	2Gb
CD	Read/Write
DAT	DS/DDS
ISDN*	0121-622 1048

*please ensure that files sent by ISDN are placed in one folder with either the name of the job or your internal contacts name and are accompanied by either a PDF or JPEG file of the finished job.

Files sent by hand or post must be accompanied by at least a colour inkjet

Unless we receive instructions to the contrary, all artwork supplied will be run directly to film.



Scans on Disc

Where applicable all documents should include a low resolution image for position only and be accompanied by the Hi-res images or original transparency, preferably at 10"x 8" or minimum 5"x 4".

High resolution scans for screen printing should only be supplied after consultation with us regarding the correct resolution for the finished job. As a guide, however, a full size images should be supplied at 200 pixels/inch.



Unsure?...free friendly advice is available from our studio for anyone producing artwork for our use. A short phone call can save sometimes costly amendments and help speed the job through.

Contact Pre-Press on 0121-622 3071.

Film & Transparency Specification



Film Positives Supplied

Film positives provided by customers should be supplied at full size correctly separated for screen printing with sufficient bleeds and underlaps where necessary to ensure registration.

All separations must have registration marks and where 4 colour process is involved must include colour bars in the margin area and be accompanied by a chromalin or matchprint also including the colour bars. Each film is to show the colour reference and colour order.

Where die cutting is required the films should be accompanied by two copies of the cutter guide also having corresponding register marks.

For face printing we require right reading emulsion side up or alternatively, right reading emulsion down for reverse printing onto clear materials.

It is essential that we are consulted regarding screen angles and resolution where any halftone work is involved.



Transparencies

Where possible, for the best reproduction, the original transparency should be provided, preferably 10"x 8" or minimum 5" x 4".

Please consider that the final image should not exceed 300% enlargement of the transparency or a cropped area of a transparency. If this is not possible then an enlarged and retouched duplicate transparency should be supplied.



Unsure?...free friendly advise is available from our studio for anyone producing films or transparencies for our use. A short phone call can save sometimes costly amendments and help speed the job through.

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