

## **Artwork Guidelines**

Wherever possible, artwork should be submitted on disk, email (for very large files you can use [www.mailbigfile.com](http://www.mailbigfile.com) or [Skype](#)) or hardcopy with pantone colours where appropriate and to the file formats set out below. Unless otherwise agreed with the sales department, assume that 100% colours should be used.

If however, you are not in a position to supply in this way, our studio can offer a quick and efficient full design service.

To help them please send any logo, company name style and associated design item as large as possible in colour, *and* black and white (if in any doubt please send anything which may be of use ie:- letter-headed paper, business cards or digital files such as jpegs etc).

Creation of new art / designwork or amendments to existing artwork is chargeable at cost and quotations separate quotations for this work can be provided if requested.

Art / Designwork is not the same as screens/originations or setups which are production based charges and apply whether artwork has been fully supplied or not.

## **Computer Generated Artwork**

### *File Format*

Our studio supports Apple Macintosh computers with the preferred applications of Adobe Illustrator 10 or earlier version, and Adobe Photoshop 5.0. However, if it is not possible to save documents as editable vector graphics, Freehand and Quark 4 files etc, can be used as long as they are sent with all fonts and embedded files. Artwork files should be accompanied by a PDF of the finished artwork.

Files saved as Tiffs, Jpegs, PDFs or other file formats not mentioned above will most likely need to be redrawn and the time will be charged. If in doubt please give us a call.

### *Fonts and Scans*

Any fonts or scans used in the document should also be supplied, as should a hard copy / High Res PDF of the finished document indicating colours where appropriate.

The best option for the fonts is to convert them to outline/paths if possible. Also bare in mind that scans with very low resolution can result in a poor quality output and will most likely need to be redrawn.

For more details on the SCM Studio services or help with any artwork please call us and ask to speak to Andrew our Studio Manager on:- (0114) 275 4150

### *DISK FORMAT*

We can access your files from Mac formatted:-  
Floppy disk, (Super Disk 120MB)  
CD or DVD