

## INTRODUCTION

Springfield Solutions aims to delight our clients with the quality of our printed product and service. Whilst we will do everything we can to ensure that you receive a quality product, we need your help too.

The quality and consistency of our print critically depend on the quality and consistency of the incoming artwork file that we receive from our clients or appointed agencies.

This document has been written to detail the file-build specifications of incoming artwork files and includes directions on how file content should be managed to ensure colour consistency when required across product ranges.

## What will happen if my files do not comply with these specifications?

Ultimately there is a risk that the printed product will disappoint you and this is something that we clearly wish to avoid.

If we discover that there is a technical shortcoming in the way the file is built when evaluated against these specifications, Springfield Solutions reserve the right to either:

- Return the file to the sender in order to address the identified issues. This may have an impact on the delivery date of your printed product.
- Address the identified issues in house, which may incur a fee and may have an impact on the delivery date of your printed product.

## The File Format

Files should be delivered to Springfield Solutions as Adobe Illustrator, all fonts should be converted to paths. Please do not embed pictures.

## Cutter

The cutter should always be named “Cutter”. [Note upper and lower case]. The cutter colour should be set to overprint as a Spot Colour.

## Bleed

A minimum bleed of **3 mm** should be built into the file.

## Barcode

Barcodes will be printed as supplied unless otherwise instructed. If you require the barcode to be verified we can provide documentation on how the barcodes should be created.

## Line Thickness

Minimum line thickness is **0.2 mm**. If you require less than 0.2mm please contact us.

## Colours

Any colours used in the artwork other than Cyan, Magenta, Yellow and Black, (commonly referred to as “Spot Colours” or “Special Colours”) should be named within the file both correctly and consistently. We actively encourage the use of the Pantone Colour Reference system for the naming of these Spot/Special colours. Please do not leave duplicated colours and non used spot colours in the job.

All printed white should be defined as spot colour, set on overprint and named “Printed White”. [Note upper and lower case].

## Colour Targets

If you have critical colour requirements that cannot be accurately described by a Pantone Colour Reference we will need you to send a swatch or roll-out of your target colour so that development work to match the target can proceed.

All our processes aim to achieve 39L colour standard.

## Pictures and Images

All images used should be supplied as CMYK and should include necessary bleed (if applicable). Image resolution should be **300 dpi**. Whilst we can accept images at a lower resolution, they will result in a lower quality print outcome. Preferably without any colour profiles.

## What happens after I have sent the File?

We will complete a pre-flight of the file and alert you only if issues have been identified with the content where we will agree on the course of action to address them.

## Do you need to speak to someone?

We welcome questions and suggestions as to how we can continuously improve.

If you wish to contact us with regard to anything related to Artwork Files, Colour Targets or Colour Proofs please do not hesitate to do so.

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