

## 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 depends 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 a High Resolution PDF.

Please make sure there is only one artwork on each PDF document, we cannot process PDF's that have more than one page.

## Cutter and Trim Box

The correct cutter should always be named "Cutter" [Note upper and lower case].

The cutter colour should be set to overprint as a Spot Colour.

There needs to be a Trim box set to the dimensions of the cutter within the application (Illustrator etc).

## Bleed

A minimum bleed of **1.5mm** should be built in to the file.

## Barcode

The barcode size should be 100% but subject to the technical limitations of the print process 80% magnification factors can be used.

The BWR needs to be **30 microns**. Failure to employ BWR can lead to scan failures.

For more detailed information on barcodes please refer to our "**Springfield Barcode Guidelines**" document which can be found on our website: <http://www.springfieldsolutions.co.uk/downloads>

## Text and Fonts

Text that is set within the artwork should be live fonts, “pathing” or “vectoring” the text should be avoided as this will render any future, (client-initiated), text amendments to be disproportionately complex and costly. The fonts used should be embedded within the High Resolution PDF.

Our minimum point size for positive and negative text is **5 point**.

If you are required to prepare material with a smaller font, please consult with our Studio.

## 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.

All printed white should be named “Printed White”. [Note upper and lower case].

## Colour Targets and Colour Proofing

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

If you would wish to send us full colour proofs, for example from an Epson proofing system, we would ask you to contact our Studio to agree specifications and for us to send you a Colour Profiling Package which would include a MX4 file and Proof Images. There will be a charge for any development work mentioned above, for more information on costs please consult with our Studio.

## Embellishment

If you require any embellishment on your artwork the file needs to be clearly marked up where the embellishment will need to be.

The embellishments including gold and silver foils and spot varnishes should be named as follows:

Gold Foil

Silver Foil

Spot Varnish

Spot Varnish 2

## Pictures and Images

Pictures and images should be embedded within the High Resolution PDF.

Image resolution should be **300 dpi**.

Whilst we can accept images at a lower resolution, they will result in a lower quality print outcome.

## Line Thickness

The minimum line thickness is **0.2mm**.

This minimum line thickness also includes any small symbols, for example: ® ™ ©.

If you are required to prepare material below this minimum, please consult with our Studio.

## Identification on Artwork

When possible please add a unique code to the artwork, the code can be placed at the bottom/side of artwork close to cutter (minimum 2mm from the edge) in 5 point text, this is so the label is easy to identify when printed, for more detail regarding codes please consult with our Studio.

### How do I get my Artwork Files to you?

Artwork can be uploaded to Springfield by using the following link:

**<https://www.mailbigfile.com/springfieldsolutions>**

Simply select the recipient in the drop down menu, add the files you want to upload, enter your e-mail address and click **“Send All Files”**.

### 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 the course of action to address them.

Our quality management system requires that we submit either Epson proofs or Low Resolution PDFs (depending on the nature of the project) to you for final approval. We would be grateful for your attention to this and please ensure that your approvals are in a written form, (via email for example), or via the return on signed Epson proofs when they have been sent for your approval of colour and content.

### 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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