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GUIDE TO DESIGNING FOR MUSIC INDUSTRY PRINT



ARTWORK GUIDE SUBMISSION CHECKLIST

This checklist covers all the key requirements from the artwork guide for submitting print-ready artwork correctly. It's organised by category to help you methodically check your artwork before submission.

TEMPLATES & SIZING

- Using correct template provided by Key Production
- 3mm bleed included on all edges where required
- Safe area (3mm from edge) kept clear of text and important elements

RESOLUTION & IMAGE QUALITY

- All images at least 300ppi (pixels per inch)
- Images with fine lines or small text at 600ppi or vector
- Bitmap images at 1200ppi
- Logos or line art as vector or 1200ppi bitmaps
- Images properly embedded (not linked)

COLOUR SPECIFICATIONS

- All colours in CMYK or grayscale (not RGB)
- Total ink coverage less than 320% for standard stock
- Special considerations noted for uncoated paper or reverse board
- Black elements consistent (rich black vs. 100% K)
- Spot colours (Pantones) clearly indicated

TEXT & FONTS

- All text minimum 5pt size (7pt for reverse board /white text or fine fonts)
- All fonts included or converted to outlines
- Fonts zipped/stuffed to avoid corruption
- All text proof-read for spelling errors

VINYL RECORDS SPECIFIC

- Vinyl label sides clearly marked (A/B or 1/2)
- Sleeve orientation specified (top opening or side opening)
- Any cut-out holes marked in removable way

CD/DVD SPECIFIC

- No centre holes marked on CD label artwork
- Text on CD label at least 5pt (7pt for text reversed out)
- CD label images at 600ppi
- White base requirement indicated for CD labels
- Avoidance of subtle tones less than 15% or over 85% on disc

ARTWORK GUIDE SUBMISSION CHECKLIST

continued

PACKAGING & SPECIAL FEATURES

- Booklet pagination in correct printer pairs
- Page numbers marked on pasteboard or outside crop marks
- Any spot colours, varnishes or foil blocks on separate clearly marked layer
- Barcode correct size (min 32mm × 10mm) with 3mm clear space on sides
- Barcode in acceptable colour combination
- Catalogue number included on artwork

FINAL CHECKS

- Mock-up printed and assembled to check appearance
- All template lines removed (unless in editable format)
- Special instructions marked on pasteboard or outside bleed area
- Artwork proofread by multiple people
- EU sales: contact address or website included on outer packaging
- US sales: country of origin indicated

AFTER RECEIVING PROOFS

- Positioning of all elements checked
- Barcode number verified
- Spelling checked
- Page numbering verified
- Vinyl label sides verified
- Fonts appear correctly
- Overprint and knockout checked using Acrobat's Overprint Preview
- Overall appearance approved
- Approval email sent to planner

the essentials

- We can accept artwork as PDF, Photoshop, InDesign, or Illustrator files.
Ideally, you should send both PDFs and native files.
- All images must be at least 300ppi.
Images with fine lines or small text should be 600ppi or vector, and bitmaps should be 1200ppi.
- Logos or line art are best as vector.
Or as 1200ppi bitmaps.
- Colours should be CMYK or greyscale.
If spot colours are used then these should be indicated.
- Send all of the fonts that you have used.
Please zip or stuff the fonts to avoid corruption.
Text should be at least 5pt (7pt if the font is fine or white on a dark background).
- Do not leave template lines on top of the artwork.
Unless it is in an editable format.
- Do not mark centre holes on vinyl or CD label artwork.
Remember that there will be holes but do not mark them.
- Mark all relevant information on the pasteboard or in an area outside of the bleed.
Page numbers, spot colours or special instructions.
- Clearly name your files by catalogue number.
This is important if you are sending the files via ftp or email, so they are easy for us to locate.
- Please confirm if you plan to print on uncoated paper or reverse board.
Uncoated paper or reverse board (rough finish) requires different maximum ink levels and minimum type size to standard paper or board, and colours may appear duller.
- All artwork must be proof read before it is given to us.
We cannot be held responsible for proof reading or spelling errors.

Using fonts in your artwork: Adobe no longer supports Type 1 PostScript fonts, this will include InDesign, Photoshop and Illustrator. Please ensure you use OpenType fonts to avoid any printing issues.

● TIP

When you have finished your artwork, print it out and assemble to make a mock-up of how it will look when printed. This will give you the chance to double check your artwork before you send it to us. Give your print out to the three most fastidious people you know - they might spot some mistakes that you haven't noticed. It is better to find the mistakes before you print hundreds or thousands of copies.

how to send us your artwork

Send your artwork to us using one of these methods:

BY BREEDPORT

Your master files can be uploaded to BreedPort using the following link:

<http://breedport.wetransfer.com>

When uploading please ensure the following:

- All folders are zipped
- If sending both artwork and audio these must be sent as separate transfers, as single zip folders. Label folders with your catalogue number, i.e. "CATNUMBER_artwork.zip" & "CATNUMBER_audiomaster.zip"
- If there are any important instructions please list in the description box
- Maximum file transfer of 20gb
- Please do not upload order forms to BreedPort - these must be emailed to your sales contact.

BY POST

Burn your artwork onto a disc, remember to write the catalogue number and/or the artist and title of the release clearly on the disc.

It is helpful if you include a print-out of your artwork, write any instructions that you think are relevant, and a contact phone number and/or email address.

Address the disc to the planner who sent you the artwork templates at:

Breed Media
The Workstation,
15 Paternoster Row,
Sheffield,
S1 2BX

Our repro prices include checks to ensure artwork will print as intended. This includes one round of editing or one resupply.

If any additional editing or resupplies are required, this will incur supplementary costs.

• CHECKLIST

- ☐ Design is CMYK (&/or Pantone/spot colours)
- ☐ Images are CMYK & 300ppi or more.
- ☐ The design is set to correct template
- ☐ 3mm bleed included.
- ☐ Fonts are included or turned to outline.
- ☐ All text has been proof-read.

your proofs

We will endeavour to make your product the best it can be. Because your release is important to you, it's important to us as well.

Within a few days of receiving correctly set up artwork we will send you a set of PDF proofs.

It is very important that you check your proofs very thoroughly as it is your last chance to make sure that everything is correct before your release is printed.

The PDF is NOT to be used for colour approval due to variances in screen settings and resolution.

If you notice anything that is not correct then please let your planner know immediately.

If you are happy with your proofs then email your planner to let them know that you are happy for us to proceed with printing.

Production will not start before your approval.

WHAT TO CHECK FOR

- ☐ **Positioning.**
Is everything in the right place?
- ☐ **Barcode.**
Is the barcode the correct number?
- ☐ **Spelling.**
This is your last chance to spot any howlers!
- ☐ **Labelling.**
Are the page numbers marked up correctly?
Are the vinyl label sides correct?
- ☐ **Fonts.**
Do all the fonts look like they should?
- ☐ **Overprint & knockout.**
Does everything look how it should when you switch on 'overprint preview'.
- ☐ **Overall look.**
Does it look how you expect it to look?

• TIP

To view overprint you must use Adobe Acrobat Reader DC, download free at www.adobe.com set your preferences on PDF viewer on Page Display, then click onto overprint preview.

frequently asked questions

What ICC profiles should i use?

Please do not include any profiles.

I have followed your instructions and have connected to your FTP but my file will not upload?

The most common reason for files not uploading is that the file name includes 'special characters' (ie @£#/& etc).

File names should only use letters and numbers, underscores and hyphens. Any other characters can stop your file from uploading.

What is PPI?

PPI stands for pixels per inch. If your artwork is 300ppi then this means there is 300 pixels per inch on your artwork.

How do I make a © sign?

This font is available from many font download sites or is included in Glyphs in many fonts.

What do I need to include on my release?

Some releases have a lot of written text, logos and information and some have hardly any. It might be useful for you to look at records or CDs in your own collection and see what is usually included.

This is a list of things that you may want to include:

- The name of the artist or band, and the title of the release.
- The catalogue number.
- Publishing and copyright information.
- Web address url, social media or other contact information.
- Logos.
- Barcode.
- Where it was recorded, who recorded it, the year it was recorded.
- The names of the musicians/singers/participants.
- Thank you list - a chance to thank those who have helped you.

Legal must-haves

- **If your release will be sold in the EU**, you need to include a contact address or web address on the outer packaging (the website must contain a contact address).
- **If your release will be sold in the US**, you should add a country of origin to your artwork in order to meet their customs requirements. We can advise which country to add. Avoid using the phrase Made in the EU.

barcodes

Some shops or distributors may insist a barcode is included on your artwork.

All barcodes should be created at 100% size from your barcode generation software. Your barcode can then be imported into your layout package and reduced to no less than 80% of its original size or increased to no more than 200%. This applies to all EAN and UPC barcodes.

The barcode box should be at least 32mm wide and 10mm high and there must be a clearing space of 3mm either side of the edge of the barcode. Barcodes should not be less than this minimum size.

We recommend a black on white barcode, preferably vector or 1200ppi and single colour 100% black. Some colour combinations will not read on any barcode readers so be sure to adhere to the below acceptable colour combinations if you choose to have a colour barcode.



If you would like us to place a barcode on your artwork please indicate the required position by leaving a space of 32mm x 10mm for us to place your barcode.

ACCEPTABLE COLOUR COMBINATIONS



NON-ACCEPTABLE COLOUR COMBINATIONS



● IMPORTANT

It is your responsibility to check that your barcode number is correct.

When you receive your proofs please check that your barcode scans, and check that the barcode number is correct.

putting the pages in order

Booklet artwork should be supplied paginated in printers pairs as illustrated:

4 PAGE BOOK

4	1
2	3

8 PAGE BOOK

8	1
2	7
6	3
4	5

12 PAGE BOOK

12	1
2	11
10	3
4	9
8	5
6	7

16 PAGE BOOK

16	1
2	15
14	3
4	13
12	5
6	11
10	7
8	9

20 PAGE BOOK

20	1
2	19
18	3
4	17
16	5
6	15
14	7
8	13
12	9
10	11

24 PAGE BOOK

24	1
2	23
22	3
4	21
20	5
6	19
18	7
8	17
16	9
10	15
14	11
12	13

● IMPORTANT

It is not always obvious to us what the page order is! Please help us by marking the page numbers on the pasteboard or outside the crop marks, or supply us with a print out of your booklet, with page order clearly indicated.

bleed, safe area & borders

When printed parts are trimmed to the correct size there is a chance that the cutter will shift slightly. Most printers have a cutter tolerance of 3mm. This means that the cutter could cut 3mm either side of the crop line. (In reality, it is rare that the cutter is this far out, but it sometimes is 1mm out). By adding bleed (extending images and background to cover 3mm all around the edges of your artwork), keeping text in the safe area (3mm away from the edges) and making borders at least 6mm means that it will not be noticeable on your finished print if the cutter trims the artwork slightly off the trim line.

BLEED

Bleed is the area outside the trim line that will be trimmed off when finished. It is usually 3mm but may be more. It will be indicated on the template supplied to you.

SAFE AREA

Safe area is 3mm inside the edges of the artwork. You need to keep all text and important graphics within this area.

BORDERS

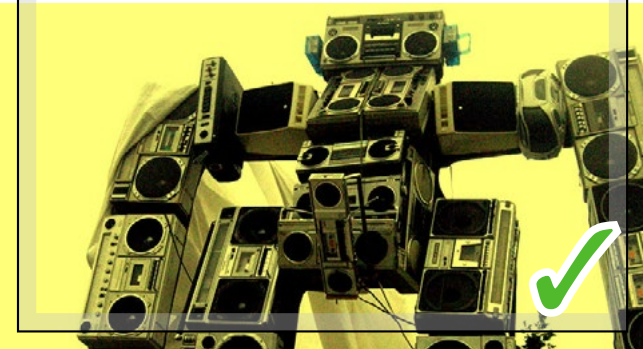
Borders should be at least 6mm away from the edge of the page to avoid risk of looking uneven when the finished print is cropped.

THIS DOTTED LINE INDICATES THE BLEED OF 3mm ADDED ALL AROUND THE OUTSIDE OF THE PRINT.
THIS LINE INDICATES THE CROP, WHERE THE FINISHED PRINT WILL BE TRIMMED TO.
THIS SHADED AREA INDICATES 3mm FROM THE CROP LINE, NO TEXT IN THIS AREA.

CORRECT

The text should be placed at least 3mm away from the edges of the artwork, otherwise there is a danger that it will get cropped.

Images that come to the edge of the page should have an extra 3mm of bleed added.



WRONG

This version is wrong. The text is right up against the edge of the page and it is likely that some text will get cut at the edges.

These images do not have bleed, so there is a danger that there will be a white space at the edge of the page on the finished cropped print.



Extend images to the edge of the bleed area, and keep text within the safe area.

CORRECT

Border is over 6mm.



When the finished print is cropped the border looks even.

WRONG

Border is less than 6mm.



When the finished print is cropped the border could look uneven.

image resolution

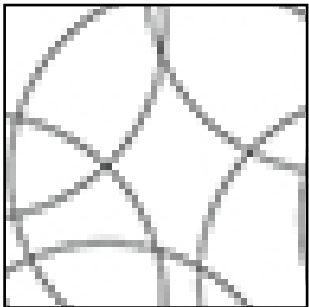
IMAGES SIZE AND RESOLUTION

All images must be at least 300ppi. Images with fine lines or text are recommended to be 600ppi. Bitmaps should be 1200ppi.

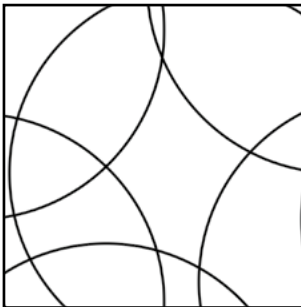
If the images are lower resolution than recommended then there is a danger that the finished printed article may not be as good quality as expected.

Remember that if images are placed into a layout program such as InDesign or Illustrator at more than 100% then the relative resolution will be lowered. For example, if an image is 300ppi and then used at 200%, the relative resolution is 150ppi.

LOW RESOLUTION



HIGH RESOLUTION

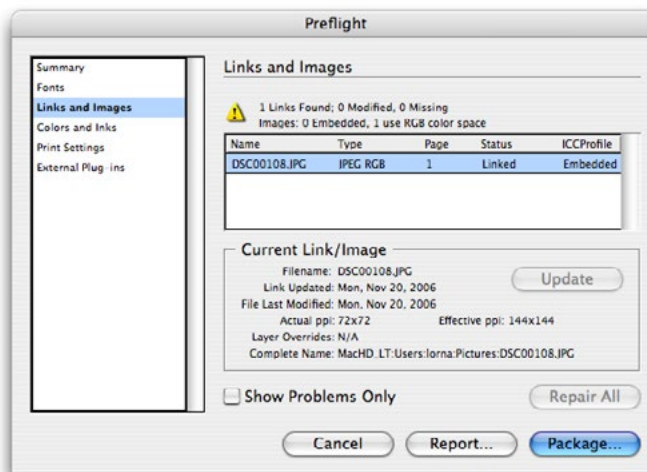


USING IMAGES IN INDESIGN

If you are using InDesign, use the Preflight function to check if the images you are using are high enough resolution and are CMYK or greyscale.

File > Preflight > Links and Images

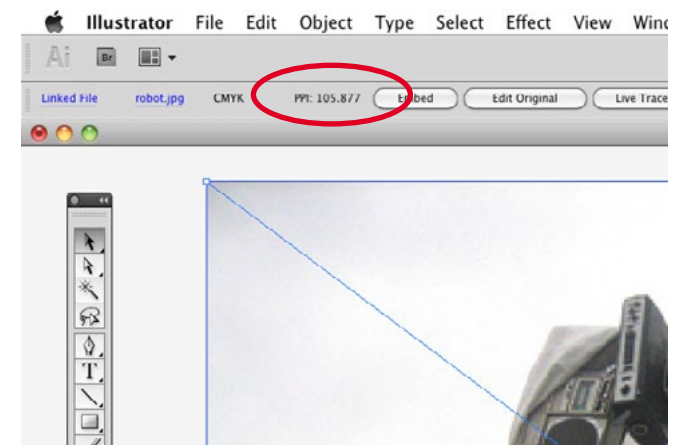
This example shows that the image is unsuitable for print because it is an RGB JPEG, with a resolution of 144ppi.



When you change an image from RGB to CMYK you may notice that the colours become less vibrant.

USING IMAGES IN ILLUSTRATOR

In Illustrator the ppi and colour mode can be seen on the top bar when the image is highlighted.



ink coverage limits

MAXIMUM INK COVERAGE

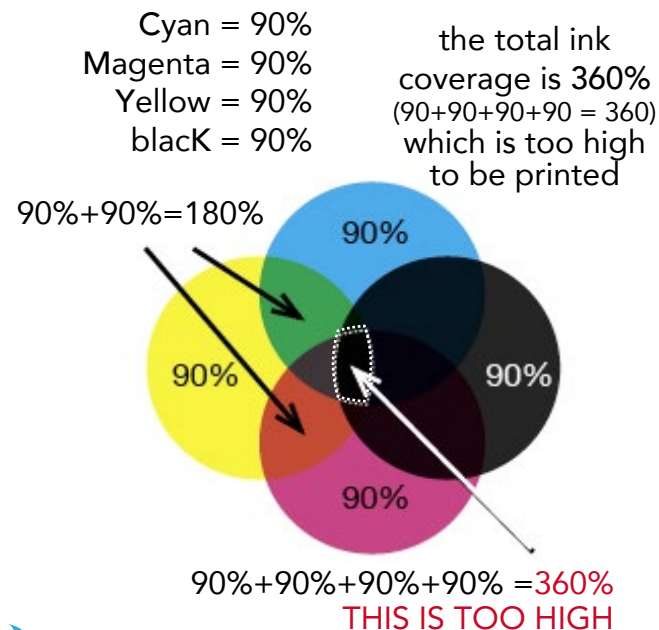
Many printers will refuse to print items where the ink is too dense.

The **TOTAL MAXIMUM INK COVERAGE** for standard stock should be less than 320%.

This means the **CMYK** value of any colour used should not add up to more than 320.

EXAMPLE OF TOO MUCH INK

If a part of an image includes dark areas with values that add up to over 320% then the ink level is too high.

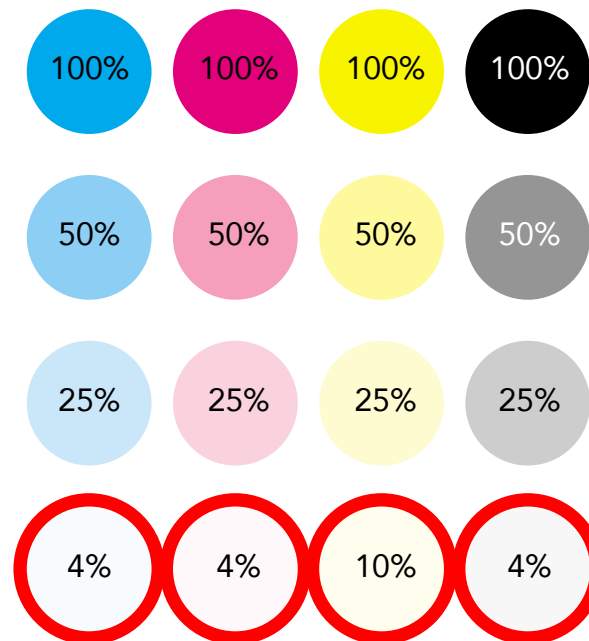


MINIMUM INK COVERAGE

If your artwork has areas that have very light colours then there is a possibility that the ink will not print.

Ink coverage should be over 4% for cyan, magenta and black, and over 10% for yellow.

EXAMPLE



The circles that are ringed in red are the minimum ink limit levels. Any less ink may not show when printed.

INCREASING INK LEVELS

If you have been told that areas are below the ink level limits then you will need to look at the lightest areas on your artwork and make these areas more dense.

LOWERING INK LEVELS

If you have been told that your artwork has ink levels that are above the limits then you need to look at the areas of your artwork that are dark coloured.

● IMPORTANT

This is a general guide and in some instances these amounts may differ.

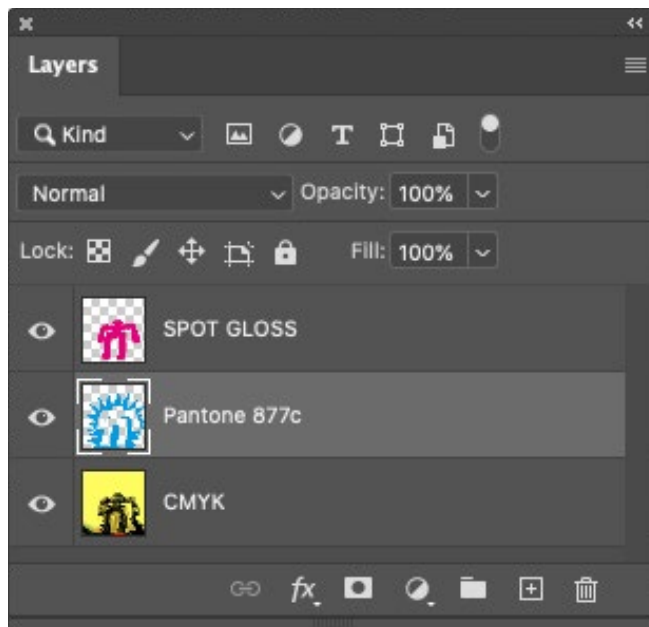
If you are using uncoated stock or reverse board then the maximum ink levels are a lot lower - please check with your planner for details.

spot colours and varnishes

SPOT COLOURS AND VARNISHES

Careful use of spot colours, spot varnishes or foil blocking can make your finished design really stand out.

If you are supplying your artwork in Photoshop then please use a separate, clearly indicated layer for the parts of the artwork which will be printed as pantone or have a special varnish or foil block.

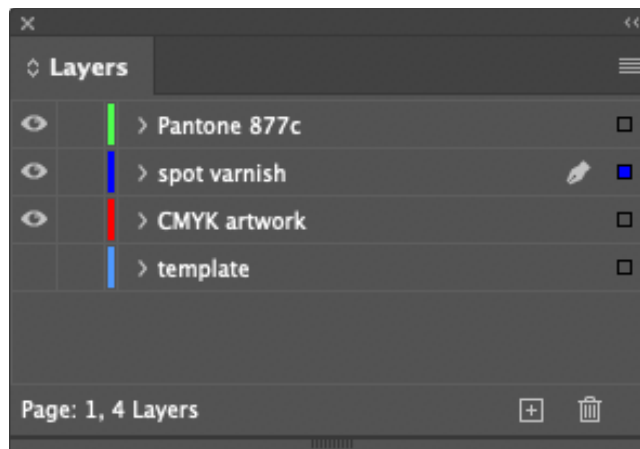


VARNISHES OR FOIL BLOCK

Beware of using varnishes or foil block on areas that are too small.

Images or text that are to be printed as foil block need to be supplied as a vector.

If you are using InDesign or Illustrator then please colour up the parts using the program colour swatches or use a separate layer and make a note regarding this on the pasteboard.



PANTONE COLOURS

Pantone colours (also called 'spot colours') are specific coloured inks, some of which are fluorescent or metallic. If you would like a very bright colour then you might wish to use a fluorescent pantone.

If your design includes some special spot colours (this could be a bright fluorescent green, a specific shade of red, or a metallic gold), or you would like some parts of your artwork to appear more glossy then please indicate the pantone reference number of the ink.

Beware of using metallic pantone inks on record labels, as the manufacturing process can distort the finished effect.



In Photoshop or Illustrator

artwork for CD labels

Designing for a CD or DVD onbody label is different to designing for paper. The way that the design is printed on to the disc means that some designs work better than others. Look at some of the CDs in your own collection and think about what makes them good or not!

Please use the template supplied to you, do not change the size or layout of the template.

Remember that there is a central hole, but do not mark this on your artwork.

CD label artwork does not need bleed.

Include a catalogue number on your artwork

IMAGES

Use images that are 600ppi. If you are using a design with a lot of fine lines then it is best to use vector lines (Illustrator eps) rather than bitmap images (Photoshop)

Avoid subtle tonal shades and tints that are less than 15% or over 85% as gradients do not print well on to discs.

Due to print techniques and media surface it is impossible to colour match to paper parts.

COLOURS

CD onbody artwork can be set up as either full colour (CMYK) or using spot (Pantone) colours. When using Pantone colours please select colours from **PANTONE SOLID COATED** library.

For photographs or images with mid-tones it is best to set up as CMYK, even if the image is a black & white photograph.

If you have a full colour design then it is recommended that a white base is also used.

List the colours that you use at the edge of the template. Indicate if you want a white base or not.

If the disc does not have a base colour then the silver of the disc will show though where there is white (or tones) on your artwork. The silver part of the disc does not go right to the centre of the disc, there is a ring around the centre which is clear plastic. Be aware of this if you are planning to have the silver of the disc as part of your design.

TEXT

Text must be bigger than 5pt. Small text prints better as 1 colour (ie single channel 100% black or a solid pantone colour). If using fine text or white out of coloured text then it should be bigger than 7pt.

For the best results make text vector.

Text that is part of an image (ie done in Photoshop) may not print clearly and should always be at least 600ppi.

• CHECKLIST

- ☐ Colours are clearly marked.
- ☐ Design is CMYK or spot colours.
- ☐ Images are 600ppi (or more).
- ☐ Halftone images are CMYK
- ☐ Catalogue number is included.
- ☐ Indicate if a white base is required.
- ☐ Fonts are included (if applicable).

inside or reverse print

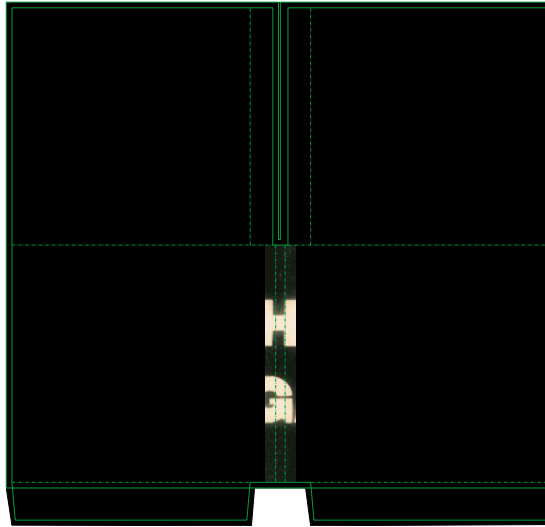
Inside print (sometimes called reverse print) can be added to card packaging so there is print inside the sleeve.

It can be used on digi sleeves or digi files so there isn't a white strip on the inside spine.

If supplying inside print (reverse print) please ensure the opposite side of any glue flaps is covered, has bleed and is correctly orientated.



Outer print artwork for 4 page digi file



Inside (reverse) print artwork for 4 page digi file



The inside of the digi file when printed.

Note: due to printing and folding tolerances, plus card thickness and surface differences, reverse spine print may not line up faultlessly with the design on the inside of the sleeve.

essential information for vinyl records

SLEEVE ORIENTATION

Sleeves can be top opening or side opening. Most LP sleeves are side opening, and the inner sleeves are top opening, but you can choose to be different if you prefer. Please clearly indicate which you would like for your sleeve.



SIDE OPENING SLEEVE



THE CORRECT ORIENTATION TO SET UP
ARTWORK FOR A SIDE OPENING SLEEVE.



TOP OPENING SLEEVE



THE CORRECT ORIENTATION TO SET UP
ARTWORK FOR A TOP OPENING SLEEVE.

CUT OUT HOLES ON THE SLEEVE

If you want holes cut out of the sleeves please let us know. If you mark the holes on your artwork then make sure that we can remove these markings if we need to.

THE LABELS

The record label needs to be 'baked' when it is fixed on to the record. This means that heat is applied to the labels which can cause an alteration of colour. Be wary of using metallic pantone colours on labels.

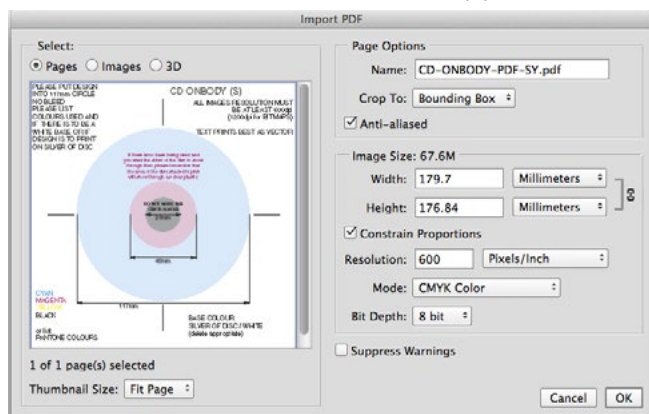
Please make sure that the label sides are clearly marked.

information for Photoshop

GETTING STARTED

Open the PDF template that has been supplied to you in Photoshop.

A dialogue box similar to this will appear:



Set Resolution to 300ppi (or 600ppi if your design has text less than 12pt or has fine lines or if you are designing a CD label).

Set Mode to CMYK Color.

Click OK and the PDF will be open and ready for you to use.

Make a new layer on top of the template layer and use this to put your artwork on.

Before you begin to assemble your design, please check that the size of the template is correct. Although most of our PDF templates are full size, occasionally a template will be not 100% in scale. If you suspect that the template size is not correct then please inform your planner.

COLOURS

It is important to design your artwork in CMYK rather than RGB. To print your design the images need to be CMYK.

When images are converted from RGB to CMYK the colours often appear more dull.

If the image uses spot colours (Pantones), a varnish or has a cut out, mark this on a separate, clearly marked layer.

BLACK

Black can be made up of just black ink or can contain some cyan, magenta and yellow.

Black which is just black ink will appear more dull than a 'rich black' which contains cyan, magenta and yellow.

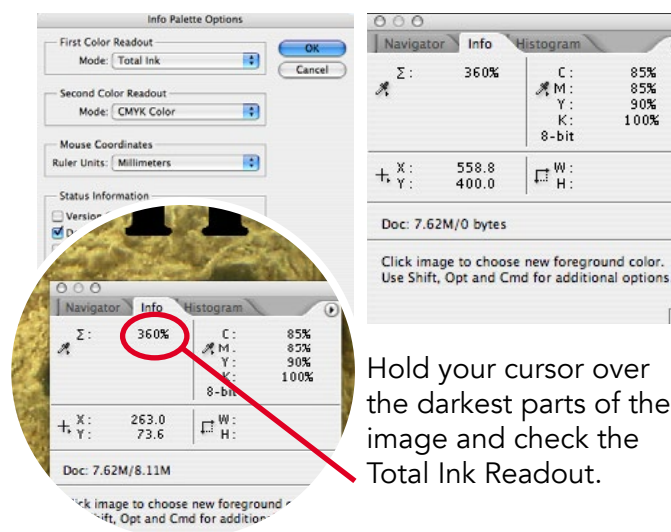
If you are using a lot of black in your design then make sure that the blacks match. If you have blacks that don't match then you could end up with unwanted boxes and lines on your artwork when it is printed. Mismatched blacks are very difficult to spot on screen, so it is important to check for mismatched blacks. You can easily do this by opening the **CHANNELS** palette and view each channel individually.

CHECKING LEVELS

To check the ink levels in Photoshop:
Open the info palette (**Windows > Info**).

Click on the small arrow on the top right of the palette and select **Info Palette Options**.

Change the **First Colour Readout** to **Total Ink**, and the **Second Colour Readout** to **CMYK Color**.



Hold your cursor over the darkest parts of the image and check the Total Ink Readout.

how to supply artwork in Photoshop

HOW TO SUPPLY YOUR ARTWORK

When you have finished your design, you can send us your artwork in a number of formats;

JPG save as the highest quality.

TIF save without compression, either flattened or unflattened.

PSD supply either flattened or unflattened. If unflattened please supply fonts.

PDF save at the highest quality, with no compression.

If you supply an unflattened file then please delete any empty or hidden layers.

Include any fonts that you have used, (zip or stuff the fonts to avoid them corrupting).

If you have used spot colours or varnishes in your artwork these should be marked clearly on a separate layer (see spot colours and special varnishes).

• CHECKLIST

- ☐ Fonts included (if applicable).
- ☐ Files are 300ppi (or 600ppi).
- ☐ 3mm bleed included.
- ☐ Total ink limit less than 320%.
- ☐ Colour mode is CMYK or greyscale.
- ☐ Spot colours are indicated clearly.

information for Illustrator

GETTING STARTED

Open the PDF template supplied to you in Illustrator and create a new layer to place your design on.

BEFORE YOU START

Before you begin to assemble your design, please check that the size of the template is correct. Although most of our PDF templates are full size, occasionally a template will be not 100% in scale. If you suspect that the template size is not correct then please inform your planner, who will send you a corrected template.

Check that the colour mode is CMYK. It is important to design your artwork in CMYK rather than RGB. To print your design the images need to be CMYK.

When images are converted from RGB to CMYK the colours often appear more dull.

IMAGES

If you are placing images into your design then make sure that the images are at least 300ppi. (see page 8 for more information). Embed your images or send us the images that you used along with the Illustrator files.

FONTS

Send us the fonts used in your design, or turn the fonts to outline. To do this select all the type, go to **Type** in the top menu, and select **Create Outlines**.

COLOURS

Make sure that all colours are CMYK or greyscale or spot colours if required.

If the image uses spot colours (Pantones), a varnish or has a cut out, mark this on a separate, clearly marked layer.

FILE FORMAT

You can supply your files as ai, eps or PDF.

• CHECKLIST

- ☐ Fonts included or turned to outline.
- ☐ Images are 300ppi (or 600ppi).
- ☐ 3mm bleed included.
- ☐ Total ink limit less than 320%.
- ☐ Colour mode is CMYK or greyscale.
- ☐ Spot colours are indicated clearly

information for InDesign

GETTING STARTED

Open the template supplied to you and work on the artwork layer (or make a new layer for your artwork if needed).

THINGS TO CHECK

Please make sure that you check the following:

Fonts are included.

and all text is at least 5pt (7pt for white out text)

All images used in the design are supplied.

Image resolution is over 300ppi (600ppi for fine details or 1200ppi for bitmap images).

Colours are CMYK.

Colour swatches and Images should be CMYK or greyscale or Pantone spot colours.

Ink coverage is less than 320%.

All colour swatches and images should be within the maximum and minimum ink limits, see page 9 for information on maximum and minimum ink coverage

Pagination is correct.

(see page 6 for further information)

Bleed is included.

(see page 7 for further information)

Extra information is listed on the pasteboard.

(page numbers, label sides, colours etc).

• TIP

Use the Preflight feature (File > Preflight) to check the fonts and images.

Use the 'Package' feature to collect all of the fonts and images used in your artwork.

terms and conditions

SUPPLYING ARTWORK

To avoid extra charges, all artwork should be supplied as follows –

- ☐ You must supply final print-ready PDFs.
- ☐ Conform to the specifications outlined in our Artwork Guide PDF.
- ☐ Artwork must be set out on our templates.

Please also supply native (original) file formats (using InDesign where possible) along with fonts with your final print-ready PDFs. We provide templates in Adobe InDesign and as Acrobat PDFs.

HOW TO SUPPLY YOUR ARTWORK

You can supply your artwork to our FTP upload site (contact us for details), via email, Dropbox or an online file delivery service such as WeTransfer.

PDF PROOFS APPROVAL

Before your artwork is printed we will send you PDF proofs of your designs for final approval. In order to proceed with the order, you must reply by email to approve the PDFs. This PDF is NOT to be used for colour approval due to variances in screen settings and resolution. Please check all other aspects including, but not limited to: position, spelling, fonts, bleed, barcode, vinyl a/b sides, overprint and knockout

Digital proofs are available at cost on request. However, digital proofs are not available for reverse board printing (see below). Wet proofs are also available at cost on request. Press passes can be arranged for UK manufacture at cost, but UK manufacture is not included in the prices quoted on the website.

Please be advised that any additional proofing will increase production turnaround times.

REVERSE BOARD PRINTING

Reverse board print involves printing on the uncoated (or reverse) side of the board as opposed to the standard coated side. As it is uncoated, the ink will sink into the board creating a 'duller' printed finish. Comparing reverse board printing to standard coated board printing will show a marked difference in the end result. If you choose reverse board, be aware that your PDF proof will not take this effect into consideration. Also be aware that if you are printing over two formats where one is on reverse board and the other is on standard coated board or gloss art paper, you could achieve very different results. If you are unsure about the final printed effect of reverse board, you should consider a 'Wet Proof' to ensure that the end result is how you envisage it to be.

STANDARD SERVICE CHARGES

A PDF proof approval service is included in our package prices and our standard price list. We make sure your final print-ready PDFs are prepared correctly. If we detect a problem that we are unable to correct, we will ask you to re-supply your artwork. We will do this once within the original quoted price, but if artwork is re-supplied incorrectly again, we will charge £30.00 + VAT to cover the extra time taken to analyse the PDF. Each further re-supply charge is £30.00 + VAT.

What WILL be checked?

- ☐ Greyscale and colour Images are over 300dpi.
- ☐ Bitmap images are at least 600dpi.
- ☐ Images are CMYK or greyscale.
- ☐ The ink coverage limits are correct.
- ☐ The document creates the correct number of plates.
- ☐ Bleed is included.
- ☐ Page size is correct or spec size is correct.
- ☐ Barcode is 1-colour and correct resolution, but not readability.
- ☐ All fonts are embedded.
- ☐ Text is over minimum size.

What WON'T be checked?

- ☐ Spelling, grammar or any written or image content.
- ☐ Design aspects of the artwork.
- ☐ Text legibility.
- ☐ Images printing poorly due to the quality of images being used.
- ☐ The page order of artwork.
- ☐ Text, including spine text, has the correct orientation.
- ☐ Image alignment across pages.

The reason we won't check these is that these aspects of your artwork are subjective and we have to assume that you, or your designer, has made a conscious decision to design them in the way they are supplied.

STRAIGHT-TO-PRESS CHARGES

In this instance PDFs are sent directly to the printers. Usually this is a time-driven decision, however, if the files you supply are incorrect and are caught prior to printing you will be asked to re-supply and will be charged the £30.00 + VAT resupply charge.

TEMPLATES

We have supplier specific templates to cover all of the formats that Key Production manufacture. Please contact your account manager to obtain the correct template for your order.

We provide templates in Adobe in Design that are specifically set up to fit into our printers' workflow. If you are designing your artwork in another program, such as Photoshop or Illustrator, then we can provide PDFs that clearly show the required specifications.

As there are such a wide array of different print formats available it is important that you use the specific templates we send for the job that you are ordering.

USING FONTS IN YOUR ARTWORK:

From January 2023 Adobe will no longer support Type 1 PostScript fonts, this will include InDesign, Photoshop and Illustrator. Please ensure you use OpenType fonts going forward to avoid any printing issues in the future.