

## Artwork tips & guidelines

Praxis support the following Apple Mac compatible software:

- Adobe Photoshop CS5
- Adobe Illustrator CS5
- QuarkXPress Version 7
- Adobe InDesign CS5
- Adobe Acrobat pdf

**Please provide colour visuals with any specific or critical Pantone reference noted.**

Praxis accept the following Apple Mac compatible data formats:

- CD/DVD
- USB memory stick
- E: [info@praxislimited.co.uk](mailto:info@praxislimited.co.uk)
- Files can also be uploaded to our FTP site [www.praxisftp.co.uk](http://www.praxisftp.co.uk) please contact us for user name and password. The site capacity is currently 2 gigabytes.

## Artwork Specifications

### Layouts

Please create layouts at full size up to A2 and larger artwork at 25% of the finished size, or the largest scaled size the origination program will support (QuarkXPress will only support documents up to 1219mm). Please keep scaling logical e.g. 10%, 25%. PDF conversions are acceptable providing they are saved as 'press' quality in PDF options and all fonts are embedded. If pre-press work is required we will need the relevant fonts to be able to edit the file.

### Bleed

Please provide a minimum of 10mm bleed at full-size.

### Picture images

Data provided should be in CMYK and saved as either Photoshop.eps, tiff or jpeg format (please bear in mind that jpeg is a compression format and definition can be lost). For optimum quality file size should be 300dpi at 25% of final output. Do not exceed 500mb on any image as this may cause pre-press problems (under these circumstances reduce dpi accordingly.)

Praxis has in-house scanning facilities for flat artwork & negatives.

### Illustrations – Logos

Please create and save illustrations and logos as outlines in .eps format, all colours should be in CMYK format and converted to process colour - please refer to 'Pantone Color Bridge' swatch book for variations in printed spot and process colours.

### Text

Any 'live' copy must be accompanied by the relevant font suitcase folder; failure to do so can result in font substitution or re-flow. Alternatively (and ideally) text should be converted to outlines.

Data will normally be held on file for 6 months.