

Lighthouse Display

Important Information to Help You Prepare Artwork

We want to produce the best possible print job for you, to produce work which you as brand custodian are delighted with and that we are proud of. This document gives you important information to ensure that this happens.

In our experience disappointment and frustration principally arise from lack of understanding of these requirements and/or poor preparation of artwork. For example if you have been quoted for 4 colour screen print and then provide artwork which appears to be of near photographic image quality then the cost will change since the job will most likely need to be litho printed. It is therefore important to provide images or artwork to us as early as possible in the discussion so that we are not quoting 'blind' and have a good awareness of what you require. We will then be able to advise and work with you to ensure that these requirements are met fully.

Please also consider the following points:

1. Does the design bleed over the edge of the product or fall within its border?
2. Might we need to under print parts of your design with white ink as an extra colour? e.g. if we are printing yellow onto blue - to prevent the yellow looking greenish.
3. Is your design 4 colour process (CMYK) or spot colours? This may affect your origination costs.
4. Our standard prices are based on spot colours with less than 50% ink coverage so additional costs are incurred if your artwork is different to what we expected at the time of briefing.
5. We can flood coat but there will be additional ink costs.
6. We screen print halftones up to 65 dpi. If you require resolutions greater than this and up to 350dpi then we recommend either litho or digital print. Please be aware that ink depth (thickness) is less using litho and that up to 4-500 sheets waste will be allowed for during make ready so this is most suited to high volume runs.

This document should be provided to your artwork person or agency as part of your briefing and they can call our design department on 0115 986 4677 for guidance or to discuss any questions they may have.

We accept artwork in two formats:

Digital Artwork - where we handle the repro

Film Positives - where your repro house provides us with your films

Digital Artwork

Where a customer is not able to produce film positives in accordance with our guidelines and we need to spend time manipulating the artwork in order to achieve the correct result. Computer time will be charged at £60 per hour. We use CAD/CAM and artwork manipulation software based on PC's. MAC files may not be compatible and should be converted to PC compatible files.

1. Artwork cannot be supplied as JPEG or other photograph based file structures such as BMP or WMF. The way the image exists in these formats cannot be easily separated out into the different colour components. Vectorisation of these file types generally involves hand drawing and tracing which is time consuming, expensive and can adversely affect overall quality.
2. We work with 'vectorised' files. In files of this type the different parts of the image exist as defined boundaries. Our preference is for files to be supplied in the following formats:
EPS **Illustrator**
Adobe acrobat **Photoshop**
3. Preferably all text should be vectorised. Postscript fonts must be supplied with the artwork if the text is not vectorised. This is because not all software contains all fonts! If you then open a file with special fonts (your lovely funky designer logo) and the software does not contain your font then the software may do several things: crash, distort the font, substitute the font for something close. So please supply the fonts with the art files!
Please set up artwork at a minimum of 300 dpi and preferably 600 dpi and we will adjust it according to the job. Please ensure that the colours are correctly separated. For 4 colour process work then the separation must be CMYK.
4. Since we print onto all manner of coloured materials in addition to white and transparent please remember that if white is to be printed then it must be represented as a colour in the artwork. Please also note that in CMYK it must be a spot colour as it is invisible in CMYK! Metallics and varnishes should also be treated as spot colours.
5. Multiple colours must have at least 0.5mm trap on overlapping colours and must be discussed with us prior to originating artwork. These guidelines may differ when producing artwork for litho prints.
6. If the design runs off the edge of the product then at least 2mm bleed must be allowed and this needs to be highlighted at quote stage since this may affect tooling layout and ultimately the manufacturing process and efficiency.
7. So that you can set up the artwork we will send you an outline by email. Please ensure that artwork is in correct position on the tool.
8. Please make sure that you have proof read any text details such as phone numbers!
9. Finally, if you are aware of any colour issues from previous work please advise us early on. For example, whilst we use the Pantone Matching System it may surprise you to know that not all Pantone colours can be made up from the CMYK scale and some colours such as silver, gold etc have to be run as specials.

Fax 44 (0) 115 986 4577

Lighthouse Display International Limited

The Thunderbay Works Crossgate Drive Nottingham NG2 1LQ United Kingdom



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Film Positives

-we prefer to carry out our own origination using direct to screen technology to provide higher quality, however, if you want us to use your film positives please note the following:

1. Please follow all of the above guidelines relating to trap, bleed, etc and ensure that there is a separate film for every colour.
2. The size of the film must be the same size as the job to be printed and include registration marks. Please speak to our design department.
3. All films must be supplied composite as per the tool drawing with the correct number of images in the correct registration to the tool. This should be discussed at planning stage and will be represented by the e-mailed tool drawing. i.e. for a 12 up tool we will not accept 12 separate films which we would have to piece together.

Adhering to these guidelines along with the clear communication of your requirements will enable us to ensure that you receive the best possible service and quality of product that you desire.

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