



IMAGES & FILE FORMATS

PRINT GUIDELINES

Image File

When printing images, you need a much higher resolution unlike images you may see from the screen. The main difference between the screen and printed images is the resolution. Screens typically use 72dpi and print will use 300dpi. The dpi is basically the dots per inch so the least dots you have more blurry or pixelated your image will appear once printed.

When choosing an image, use a 300dpi as a standard and in a slightly larger size than the final print. The larger images are better to shrink down than increasing the size of a smaller image as this can lose the quality. A high resolution image will guarantee a sharp image when we print them.

How to Source a GOOD Image

Images and logos saved from websites are a big no no because the resolution will be extremely low and unsuitable for printing. We always recommend that you source high quality professional images that you can get hold of and any good photographer that you may use for a photoshoot should be able to supply these to you. Alternatively, images can be sourced from online stock libraries such as istockphotos.co.uk, shutterstock.com for a small fee.

When you are scanning, consider the size your image will be used at. Always scan photographs at 300dpi. Scanners may allow you to scan and scale at the right resolution for example if you wanted to scan in a small postage stamp and scale to A4 size. Scanning photographs at more than 300dpi will have little or no effect on the actual printed quality and will unnecessarily increase file size and processing time. Scan black and white line art (a logo) at 1200dpi for best results. Any lower and the logo will look blurry. Ensure that colour mode is set to CMYK.

Any edits to images and backgrounds are best done in Photoshop rather than vector software. If you do require any help, contact our team at Minerva.

Fonts

With hundreds and thousands of fonts available, all artwork must embed the font into the PDF or EPS documents before printing. With updated software, this is a lot simpler than it was 10 years ago and most software will do this automatically! Due to some licenses, it may not be possible to embed the font. If you are not sure just ask Minerva. Remember, when placing type over a photographic background that it can be very hard to read. This can be rectified by either placing the text in a placeholder or lighten the image so that the text stands out. It might be a lot more lighter than you would like but just ask yourself what is more important; the image or to read the text? If it is more important to read the text it might be worth adding a solid colour under the text area.

If you are supplying an EPS file, ensure that fonts are outlined. Without doing this, text may be converted to another font if we do not have the same font installed. Minimum font size is 5pt but please remember to keep any text between 5 – 7pt 100% black to avoid any blurry text.

NEED HELP?

Call us on 01204 397 522

info@minervaprint.com / www.minervaprint.com

King William House | 202 Manchester Road | [Opposite Asda] | BL3 2QS

Acceptable File Formats

Format

We accept most file formats however, as we are always updating our software so that you get the best out of your print. Just give Minerva a call if you are unsure or just want to double check the file format.

Floppy Disks were an acceptable format many moons ago, but we now accept files on

- CD/DVD
- USB
- Portable Drive
- Email,
- Shared Cloud
- File Transfer

We know that not everyone is a Graphic Designer so you probably won't have the design software that we would use. Unfortunately we cannot accept full colour files that have been created in Microsoft Word, Excel or Powerpoint, however if they are only text based we may be able to print this for you. The reason for this is that this is not design software and the resolution is not suited to high quality images. If in doubt, we are here to help so just call us or drop us an email at info@minervaprint.com.

We support most versions of:

- Adobe Creative Suite/Cloud
- InDesign, Illustrator, Photoshop, Acrobat PDF

Microsoft

- Word, Excel, Powerpoint

QuarkXpress

Files are best sent as PDF's however we are able to open up most files, JPEG, TIFF, EPS, AI, PSD, INDD, please remember to ensure that all fonts are embedded or outlined and the correct colour mode is used. We want your file to print the way that you want it to print. And more than anything else, we want you to be happy with the work that we produce for you. So, if there is anything at all that you don't understand, give us a call (preferably before you start designing).

Chances are, if you've followed our advice (and remember, we've seen thousands of files in our time – we know what works and what doesn't), then your file probably will print just fine.

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