

# Lakes PRINTERS

true print solutions

## artwork specifications

Lakes Printers accepts files from all major Mac OS and Windows applications that conform to the following specifications:

### We can accept files from the following Mac OS and Windows applications:

- Adobe Acrobat (PDF) is the preferred format
- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign

*We can accept files from any Microsoft Programme (eg. Word, Publisher, Excel) however these are not industry standard applications and artwork charges may apply.*

### We support various transfer methods:

- CD/DVD
- USB/Flash Drives
- Up to 6MB Email to [artroom@lakesprinters.com.au](mailto:artroom@lakesprinters.com.au)
- Over 6MB use free FTP programs (simple instructions are on the sites)
- FTP directly to our site (visit [www.lakesprinters.com.au](http://www.lakesprinters.com.au) for details)
- If mailing your material please include a colour or black and white proof copy of your file with all relevant fonts and images on your disk.

### We require document page sizes to be as listed:

Bus Cards	90 x 55mm	DL	99 x 210mm
A7	74 x 105mm	A6	105 x 148mm
A5	148 x 210mm	A4	210 x 297mm
A3	297 x 420mm	A2	420 x 594mm
+ Other sizes on request			

### Envelope sizes:

DL	110 x 220mm	DLX	120 x 235mm
C5	162 x 229mm	C4	229 x 324mm
+ Other sizes on request			

**Lakes Printers only accepts completed electronic artwork which must be press ready. We ask our clients to adhere to the following specifications. Failure to do so may result in delayed delivery and ARTWORK CHARGES.**

Email Artwork to:  
[office@lakesprinters.com.au](mailto:office@lakesprinters.com.au)

### Design specifications:

To ensure best results please adhere to the following. We may ask you to resupply if these details are incorrect.

- **CMYK Colours or PMS Spot Colours only.** We cannot work with images/artwork supplied in RGB as these will result in incorrect colour reproductions. Please ensure all colours are nominated correctly as PMS or CMYK and is relevant to the job you are submitting.
- We prefer **Vector** artwork ie **AI** or **EPS** files for logos/illustrations as opposed to JPG/TIFFs which are rasterised, to ensure higher quality and correct colour separations.
- JPG/TIFF image files **300dpi**
- Please ensure that a minimum **2mm bleed** is placed on your artwork where needed, with artwork being placed 1-up on a single page document (**if supplying a PDF please include trim marks**).
- All critical images/text should be at least 2.5mm inside from all edges of the document.
- Where possible please convert text to paths, curves or outlines (if supplying a PDF please embed all fonts used).
- Please remember to supply us with all the relevant files, including linked items for output (eg fonts and images). If you have any other files in your chosen transfer media besides the files you want us to use, please clearly mark the files which are intended for output.
- Artwork for printed envelopes must adhere to design guidelines as established by Australia Post.
- If you are sending your files via email, please make sure that you have clearly marked somewhere in the message who the email is intended for. Also let us know what files are attached and for which product.
- If delivery is urgent, please check with us that your deadline is achievable.

**Please note:** Whilst every care is taken, Lakes Printers will not be held responsible for any errors in final output generated by you or the software you use in creating files for output. It is the sole responsibility of you, the client, to review all material including trapping and set colour splits in the original artwork, to attest to its accuracy. The final check before we receive your files is your responsibility.

Post Artwork to:  
**Lakes Printers PO Box 193, Wyong NSW 2259**

Lakes Printers Pty Ltd ABN 88 000 272 202 Trading as Lakes Printers

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