Generic Desk Calendar

Artwork Specification

Version: March 2016

Artwork for Generic Calendars

If you are sending us artwork it must be prepared correctly. This document outlines what is required, but the person, department or agency your company uses to create these items will be familiar with the requirements explained in this document.

InDesign Native Files
Files must be correct size with all high resolution (at least 300dpi) images used in CMYK or greyscale. Fonts, pictures and links must also be supplied (This can be achieved using the “Package” option under the File Menu in InDesign).

PDF
Files to be supplied in correct size, with all fonts embedded. All images are CYMK or greyscale at least 300dpi. PDFs are generated using the “Press Quality” Setting in InDesign or Acrobat.

Spot Colours / Pantones / RGB
Please make sure any spot colours used are relevant to the job e.g. Only use them if you are printing using that spot colour in addition to CMYK. If you are not actually printing that Spot Colour please convert it to CMYK.

Please convert all RGB colours and images to CMYK before creating the PDF. Remember that the nice bright colours acheiveable in RGB are not always possible in CMYK. It is better for you to convert to CMYK at your end and see any unwanted colour shifts rather than see it on the final product when it is too late.

Additional Information

Word Documents
Artwork sent in a word document can only be used to copy and paste text, we will have to set the page into our page layout programme.

Native Files Formats (Applications) WE DO NOT ACCEPT:
- **Quark Xpress**
  Please send artwork as a Press Ready PDF
- **Powerpoint**
  We can open for content but will not accept as artwork
- **Word**
  We can open for content but will not accept as artwork
- **Excel**
  We can open for content but will not accept as artwork
- **MS Publisher**
  Please send artwork as a Press Ready PDF
- **Pagemaker**
  Please send artwork as a Press Ready PDF
- **Coreldraw**
  Please send artwork as a Press Ready PDF

Storage Media & Transfer
Please supply artwork to us using one the following methods

- If the artwork is up to 10mb, you may email it to your sales executive. If you do this, please make sure that the email carries a description of the attached file and states clearly what job the logo is for.
- Provide us with your own WeTransfer / Dropbox type link to the files
- CD or DVD
- USB Flashdrive

Positions for Customisation

Front

The are two options for artwork for the front of your calendar:

1: Supply us with your logo (as specified in this document) and we will center it in the space on the cover at a suitable size and provide you with a PDF proof for checking.

2: Supply us with artwork (as specified in this document) set to the size below and we will apply it to your calendar. A PDF proof will be provided for checking.

Comb Area

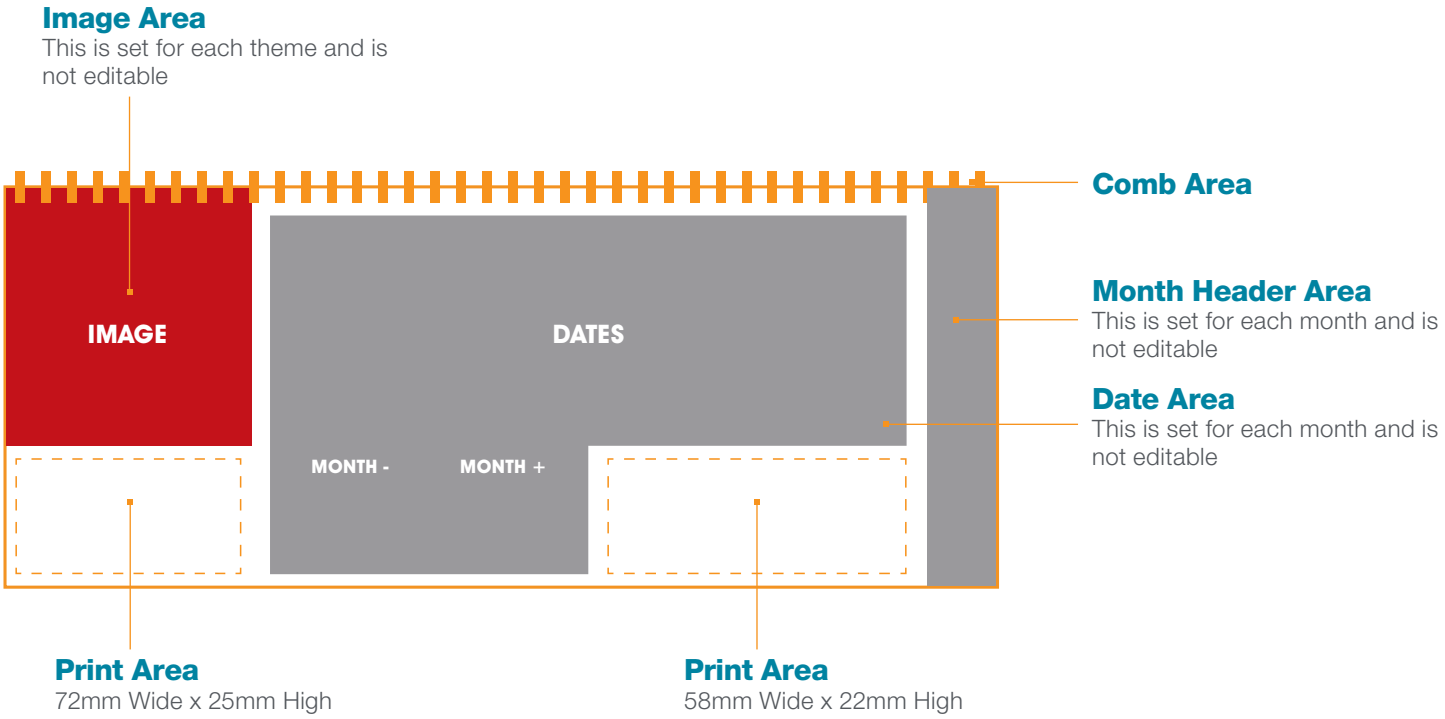
Calendar Cover Design
This is set for each theme and is not editable

Print Area
110mm Wide x 80mm High

Positions for Customisation

Month Pages

The are two options for artwork for the inner pages of your calendar:

1: Supply us with your logo (as specified in this document) and contact details. We will lay these out for you as best fits and supply you with a proof for checking.

2: Supply us with artwork (as specified in this document) set to the sizes below and we will apply it to each page of your calendar. A PDF proof will be provided for checking.