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NEO ARTWORK SPECIFICATIONS

NEO REQUIRES PRINT-READY ARTWORK TO BE SUPPLIED IN A **PDF FORMAT**.

FULL COLOUR JOBS MUST BE SET TO **CMYK** PROCESS AND INCLUDE A MINIMUM OF **3MM BLEED**, WITH IMAGES AT **300 PPI** (ACTUAL SIZE).

NATIVE FILES

It is strongly recommended that all artwork be generated in **Adobe InDesign**. Artwork created in office applications such as Microsoft Word, Publisher & Powerpoint is **NOT** suitable for print and may produce unwanted results, such as missing fonts, displaced objects, low quality images and inaccurate colours. Avoid using image editing software such as Photoshop when creating artwork with type as this may result in pixelated text.

Note: NEO is unable to accept Publisher files. Supplying files types other than PDFs may incur additional processing charges.

GENERAL PRINTING REQUIREMENTS

Bleed & Safezone - All artwork must include a 3mm bleed (see examples below) on all sides, and all crucial text and image content should be at least a further 5mm from the trim. This safezone is needed because trimming can only be accurate to about 1.5mm when cutting down small items like business cards and letter box drops.

	FINISHED SIZE	INCLUDING BLEED
A4	297mm x 210mm	303mm x 216mm
A5	210mm x 148mm	216mm x 154mm
DL	210mm x 99mm	216mm x 105mm
Business Card	90mm x 55mm	96mm x 61mm

Fonts - Your file should contain fonts that are either embedded or converted to outlines.

Resolution - To ensure clear and sharp image reproduction, we ask that all images be set to at least 300 ppi, and all line art to 1200 ppi.

Please ensure artwork is supplied in line with these specifications. Artwork supplied incorrectly may be subject to additional charges. NEO does not accept responsibility for print errors or late deliveries where artwork has been supplied incorrectly.

FILE SETUP

Black Type - We ask that you supply black text as single colour black (0C/0M/0Y/100K). 4 colour black type is difficult to register and may produce undesired results.

Booklets - Always supply your artwork for books as single pages (not spreads). We will impose the pages for print once the artwork has been received.

Creep - In a saddle-stitched booklet, the middle pages will extend further than the outer pages when folded. This is called **creep**. The book is trimmed when closed and the inner pages are narrower than the outer pages. NEO will allow for this when imposing your job. Please be mindful of this when creating artwork for books, and allow a generous safezone.

Colour - Unless you have arranged otherwise, all jobs are printed in 4 colour process. If you wish to print using Pantone colours, please ensure these are nominated in your file.

Overprint - Please ensure that no elements of the design are set to overprint unless specifically required. We cannot always check for this and it is likely to generate unexpected results.

PDF - The final PDF should not include any colour bars or document information. Trim marks are ok provided they sit outside the printable area.

FINAL CHECKS

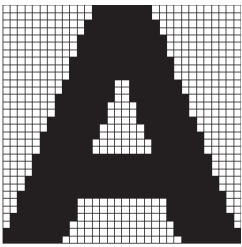
Please make these final checks before submitting your PDF to us:

- **Colours are set to CMYK & spot colours have been nominated in the file if required.**
- **File resolution is adequate - we cannot improve the quality of your images.**
- **The document contains at least 3mm bleed and an adequate safezone.**



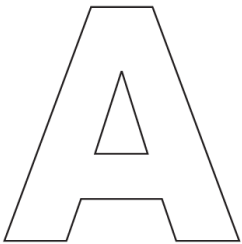
UNDERSTANDING FILE FORMATS

FIRST, IT IS IMPORTANT TO UNDERSTAND THERE ARE TWO KINDS OF GRAPHICS CREATED ON A COMPUTER: **RASTER** IMAGES AND **VECTOR** IMAGES.



Raster images are composed of a grid of pixels (often called bitmap images). These images require higher resolutions to appear smooth. Raster images are best used for photographs and images with subtle shading, (continuous tone images).

Raster file formats include TIFF, JPG, GIF, BMP, PNG, PSD, EPS.



Vector images consist of points, lines and curves based on mathematical definitions. The edges of vector graphics remain smooth at any size or resolution. Fonts, line art (charts and graphs) and illustrations are typically vector-based.

Vector file formats include EMF, EPS, PDF, PS.

RASTER FILE FORMATS

Raster file formats differ by the amount of data contained in the image. The smaller the file, the less data there is. The amount of data affects both the quality and the colour of the image. As a rule of thumb, on-screen viewing requires less quality and fewer colours than printed material. Below is a list of raster file formats, listed from higher quality to lesser quality.

TIFF (Tagged-Image File Format) - A large raster file. It is used when a high resolution photographic file is needed. Typically used for print production.

PSD (Photoshop Document) - An Adobe Photoshop raster file in its native file format. Layered Photoshop files default to .psd. To save in other formats, use the Layers: Flatten Image command.

EPS (Encapsulated PostScript) - Although typically a vector art file format, if an image is saved as a Photoshop EPS file, it is a large raster file similar to a TIFF file.

JPG (Joint Photographic Experts Group) - A compressed raster file. It is used when a small photographic file is needed (typically for the Web). JPG files can be created at a variety of compression levels. More compression equals less quality. It is important to know the resolution of a JPG file to determine if the image is of high enough quality to be used for print production.

PNG (Portable Network Graphics) - A small, limited-colour raster file, used for on-screen viewing. Designed to replace the GIF file format, it has more colour options than a GIF file.

GIF (Graphics Interchange Format) - A small, limited-colour raster file. It is used for on-screen viewing only, when a very small file with just a few solid colours is needed.

BMP (Windows Bitmap) - A raster file specific to Windows with limited colour options.

VECTOR FILE FORMATS

Vector file formats are created using mathematical definitions to produce smooth paths. They can be scaled in size without any loss of quality. They are typically used for type, illustrations and line art.

EMF (Enhanced MetaFile) - A MicroSoft Windows vector art file.

EPS (Encapsulated PostScript) - A file created by an illustration program (e.g., Adobe Illustrator, Corel Draw, etc.) using the postscript language. EPS files can also contain raster images, but typically a vector eps file indicates a line art illustration, such as a logo or a graph. It is important to note the difference between a vector eps and a raster eps file. When printed, artwork saved as a vector eps file will be very crisp (for example, an Excel graph brought into Adobe Illustrator), while artwork saved as a raster eps may have soft edges (for example, an Excel graph brought into Adobe Photoshop).

PDF (Portable Document Format) - An Adobe Acrobat file that can be both vector and raster, depending on the original artwork. If the original artwork is a vector file, the pdf will be vector art; if the original artwork is a raster file, the pdf will be a raster file. Pdf files are often a combination of both. Pdf files are compressed-like jpg files, the compression can be created at a variety of compression levels, which have an impact on the end quality of the reproduction. For print purposes, pdf files should be saved at the highest resolution possible, which is only possible if the pdf file is created using Adobe Acrobat Distiller or a PDF creation program (e.g., Adobe Acrobat Professional).

PS (PostScript) - A file in the PostScript language, created by using a PostScript print driver.

COLOUR MODES

Monochrome Images consisting of only black and white.

Grayscale Images with 256 shades of gray, ranging from black to white.

CMYK Primarily for full colour printing. CMYK is an acronym for cyan, magenta, yellow and black, the standard colours used in offset printing.

RGB Primarily for on-screen viewing. RGB is an acronym for red, green and blue, the colours used for computer monitors and video electronics.

RESOLUTION - DPI AND PPI

In printing, **DPI** (dots per inch) refers to the output resolution of a printer or imagesetter, and **PPI** (pixels per inch) refers to the input resolution of a photograph or image. DPI refers to the physical dot density of an image when it is reproduced as a real physical entity, for example printed onto paper.

The higher the resolution, the higher the quality of the printing. Minimum resolution for photographic images is 300 ppi at final reproduction size (100 percent). Minimum resolution for monochrome line art (diagrams, drawings and graphs) is 1200 ppi at final reproduction size (100 percent).

Computer monitors display images at approximately 72 ppi. That means images saved for Web viewing on a computer are not typically suitable for printing.