

Images Specification Sheet

Specifications for all photographs

When supplying photographs or transparencies for print purposes, please ensure they are not damaged in any way.

Do not use staples or paper clips to attach them to compliments slips, letterheads etc., as this causes holes and scratches in the image area, this in then very costly to repair.

No stickers should be attached to the photographs except, if necessary, on the back.

Please do not write on the back of photographs, as the impression made is very noticeable after scanning.

The brightness of colour, sharpness etc. of the photographs or transparencies supplied will determine the eventual print quality

Digital photographs

When supplying digital photographs for print the resolution should be 300 or 350 dpi in a tiff or jpeg format.

Please remember that the size of the image supplied ie. 10cm x 10cm at 300dpi, determines that it can only be printed at that size or smaller. If that image was enlarged to 20cm x 20cm, the resolution would decrease (by half) to 150 dpi, which would not then be of a sufficient print quality.

Therefore, if photographs are to be used very large, ie. for a full-out page or front cover, the image area would need to be the printed size at 300 dpi.

The image resolution of a digital picture cannot be increased, it can only be decreased. Many digital photographs are supplied at 72 dpi. This is fine for web/internet use, but not for print purposes.

Company Logotypes

Logotypes are often used in the literature we produce. The preferred format is either an illustrator eps or Freehand eps. These files can be enlarged to any size without losing any quality.

If supplied as a jpeg or tiff please ensure that the resolution is 300 dpi at the image size to be used; if in doubt as to the printed size please supply larger than necessary.

Gif files are not acceptable; these are only used in web/internet work and are not of the quality/resolution required for print.

Electronic transfer of all digital imagery

Digital imagery, whether logos or photographs, should be supplied in tiff, jpeg or eps format. If supplying via e-mail, our preference is for jpegs for photographs and eps/jpeg format for logos. Tiff files are usually too large to send via e-mail.

Any of these file types can also be supplied to us via ISDN (see relevant details below)

When supplying photographs or disks by post please ensure the items are well protected.

Keeping to these parameters will enable us to provide the quality of print to which you have become accustomed.

Thank you for your attention in this matter.

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Ask Andy for advice on 020 8773 3404