

Guidelines for images for publication supplied electronically

- **Supply hard copy (i.e. a printed version) for every image to be included, as well as an electronic version. We need to see what you think is in the file!**
- **Where colour accuracy is important, supply a printed version showing the right colours. We need something to match at an early stage.**



Minimum image width = 80 mm
Maximum image width = 180mm

Illustration labels should be of an appropriate size for the illustration when reduced on the page. The end result should be around 8–9 pt, so bear this in mind when labelling. Fonts: where possible use Universe or Arial.



Maximum image height = 270mm

NB for artwork to be printed in landscape format, the maximum width becomes 270mm and maximum height 180mm

FORMATS: TIFF, EPS, JPEG, PDF

- If MS Word or MS Excel files are supplied, we require hard copy (resolution at least 1200dpi). Illustrations created in these programs can be altered by the processes, so we may need to scan your hard copy.
- Embed all fonts wherever possible.

COLOUR PHOTOGRAPHS

- Supply in CMYK (not RGB) colour space (Euroscale v.2)
- Supply at **300dpi (150lpi) resolution, minimum width 80mm**
- Advise Archetype before submission if colour accuracy is important
- Note that if RGB scans are supplied, they will be converted to CMYK, which may result in colour changes

BLACK AND WHITE PHOTOGRAPHS

- Supply in greyscale colour space
- Supply at **300dpi (150lpi) resolution, minimum width 80mm**

DIGITAL CAMERA IMAGES

- Ensure when taking the photograph that the camera is on its highest quality setting. Low quality small images are not suitable for reproduction – when they have to be increased to suit the page design, the picture quality is unacceptable.

LINE DRAWINGS

- Supply at **1200dpi resolution**
- Where they include colour, supply in CMYK colour space (spot colours will be converted to CMYK)

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