

General production guidelines

- The sender is fully and solely responsible for the design suitability of all delivered artwork.
- Sensible use of colour is always necessary and is the responsibility of the sender. If you are concerned about the design of a particular advert, we are more than happy to discuss it, but obviously common sense has to be used, due to the quantity of ads carried on a daily basis.
- Black paragraph text should be no smaller than 7pt and should be black (K) only, when on a plain, white background (rich black and "shiners" should not be used).
- White text, reversed out on a coloured background should be no smaller than 10pt. We recommend the use of as strong/bold a typeface as possible. Thin and/or serif typefaces are not usually suitable. The general guide is to use as big and bold a typeface as possible. This is especially applicable to white paragraph text. Large headings etc., are usually big enough and bold enough to not be affected.
- Coloured text should be avoided in small paragraph or body text wherever possible and often causes problems in newsprint if used against another colour background. Black text is always advisable for small body or descriptive text.
- Fonts always potentially pose problems; even when embedded in EPS or PDF files. For this reason the following should be considered:
 - Never use Truetype fonts – we don't accept them in any form. If you only have Truetype fonts available, you should either 'Outline' them or flatten the whole file when finished (often called 'rasterising'. A typical rasterised file would be a Photoshop EPS)
 - When sending files, please make sure ALL fonts are embedded, preferably as a subset
 - Please don't send fonts to us. In almost all cases this is not legal and we wouldn't accept them
- Guardian RIPs will reproduce knockout or overprint as specified in the artwork. If you do not wish black text to have the hallmark white halos appearing in cases of slight miss-register, then you should ensure your application is set to 'Overprint' black.
- White 'Overprint' is a common problem in print. *In some cases* it is possible to have white text or objects that have been set to 'Overprint'. As White is not an ink it can't be overprinted and will not appear on the printed page despite what you may see on screen previews. There are various tools available to check this and The Guardian takes as many steps as possible to ensure this problem is picked up before going to press. It is, without exception, the responsibility of the sender to ensure that no part of their artwork is set to white overprint before sending the file.
- The Guardian will not supply either printed or electronic proofs without prior agreement (agreement will only be given under strictly controlled circumstances and for a limited time to overcome a particular problem). If a proof is supplied for any reason, the following should be noted: Any electronic proofs (email, PDF etc) supplied, do not represent a good match for colour reproduction and are for content only. Should a press proof be generated and supplied, this does not represent a contract match for colour, but is for guidance only (We do not enter in to 'signed-off' contract proofing). If you require contract proofing please speak to one of our preferred/approved suppliers.
- When using Quickcut delivery, unless previously agreed, the sender is fully responsible for ensuring that all required Quickcut procedures - including the use of correct colour profiles - are followed, to ensure artwork meets Guardian specifications.
- Gateways or preferred/approved suppliers have not been dropped from use. If you require printed proofs or a more comprehensive service to cover the full range of repro work you can still use these suppliers, and the Guardian will be happy to provide a full list of names and contacts.
- This list represents only general guidelines and assumes some knowledge of the terminology used. The Guardian always aims to provide the best possible service and quality. If you have any questions or suggestions, please don't hesitate to relay them to your usual contacts or get in touch with one of the people below, who will be more than happy to discuss them with you.

Production Contacts

Copy supply.....	020 7611 9191/020 7611 9190
Copy mail.....	colour.operations@guardian.co.uk
Ad Production.....	Richard Harris 020 7713 4562
Production mail.....	richard.harris@guardian.co.uk