



*L.Type*®

PRINT FILE GUIDELINES

APRIL 2018

The following is a list of the key file preparation requirements for optimal printing of L.Type prints. This is provided to allow you to retain full control of all aspects of file preparation and to understand how to get the very best out of our service. We can undertake all the steps for final print preparation but do not adjust customer image files for colour or sharpness or crop.

**CENTRAL TO OUR PHILOSOPHY IS THAT WE NEVER ADJUST YOUR PRINT IN ANY WAY, UNLESS YOU SPECIFICALLY REQUEST IT**

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## **PRINT RESOLUTION AND FILE SIZE**

L.Type prints are printed as 400ppi true continuous tone images in both dimensions. Because we print at a higher pixel density than other printers, the 'natural size' at which a given image prints – where every pixel in the original camera image is represented by one pixel on the page – will be smaller than for other printers. For example, an 18"x12" image will contain 7,200 x 4,800 pixels when printed – allowing it to reproduce every pixel from a 35MP camera image. On the other hand, a 3,000 x 2,000 pixel image (6MP) has a 'natural' print size of 7.5"x5" when printed as an L.Type (calculated by dividing the number of pixels in the image by 400 in each dimension). We can, of course, print this image at larger sizes. If, say, a 15"x10" print is required, then the finished print will contain 6,000 x 4,000 pixels (24MP), or four times the number of pixels in the supplied file. In other words, each pixel in the supplied file will be represented by four pixels on the printed page.

**You do not need to resize images before sending them to us.** We will do the resizing for you. In fact, it is better if we do it as it avoids any 'double re-sizing – ie by both you and us'. The key is to send us as many pixels as possible from your original camera image – the more pixels we have to work with, the better. Equally, if you have cropped down an image so that it only contains a small number of pixels (e.g. 2,000 x 2,000) then please be aware that the natural print size will be quite small and if we blow it up to a larger print there will inevitably be some softening of the image. In general, we try not to print images that will result in fewer than 200 original image pixels per inch at the selected print size unless particularly requested.

As a guide, a full-resolution A4 image, saved as a TIFF file without compression, is likely to be in excess of 285MB. Therefore JPEG images saved at high or maximum quality are suggested. The exact file size will vary depending on the image composition and content but is likely to be in the order of 5MB - 25MB. Ultimately, we are happy to receive files of any size and you can be confident that we will achieve the best possible results with whatever you send us.

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## **ACCEPTED FILE FORMATS**

The following file types/formats are accepted: PDF, TIFF, JPEG. Please ensure that PDF files are saved in a high resolution print ready format, with no compression applied to any of the images and elements. For all formats, please ensure that your working colour profile is embedded.

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## **MAXIMUM OUTPUT/ PRINT SIZE**

The maximum finished print size is 300mmx1000mm (L.Type Light). Please be aware that this includes any crops and bleed. If you upload photographs using our web upload system, then we will automatically print in the correct size after allowing for any borders you have requested. However, if you send us print-ready files via other routes (including [WeTransfer](#)) and require the finished size to be narrower than 300mm then please include crop marks.

## BLEED & BORDERS

If you are using our upload and order system online, or simply transferring image files to us, you will have the option of adding borders of any chosen size to your image. If you submit print-ready files then we assume you will already have applied the required borders to those images.

All printing and trimming processes have some positional errors, and ours is no exception. In common with all printers, we therefore require an element of 'bleed' - or over-sizing of the image - whenever an image or design is to be printed right up to the edge of the paper (full-bleed). We will enlarge all images sent to us for printing full-bleed so as to allow 3mm of bleed on each side. If you have prepared a print-ready file at 400ppi, then we will not enlarge the image but will instead trim 3mm off each edge, which will reduce the size of the image. We strongly recommend a strong border, both for aesthetic and for practical reasons. For practical reasons, the minimum border we recommend is 12.0mm (c.1/2") to avoid uneven borders due to trimming. However as paper sizes increase, we recommend using thicker borders to ensure that the aspect ratio of the image window matches that of your image.

For instance, DSLRs typically capture images with a 1.5:1 aspect ratio (width:height). 'A'-sized pieces of paper have an aspect ratio of 1.41:1. So if you wish to print a DSLR image on a full A3 sheet of paper, you will inevitably lose some of your image. By adding a 25.5mm/1" border, however you will end up with a perfectly-sized image window. At A5, the necessary border is 12mm.

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## COLOUR SPACE

All images should be supplied in Adobe RGB format, with embedded profile, wherever possible. This not only reduces the file size by 25% but also ensures that maximum colour fidelity can be maintained. We can also support sRGB, CMYK and other colour spaces as long as the profile is embedded, but use of smaller colour spaces may not maximize the benefit of our process and colour gamut. **It is critical, however, that you do embed a colour profile** because without that profile we have no way of telling what your intentions are for your image, and if we make the wrong assumption it is likely that a colour shift will occur. If you prefer to work in a larger colour space, such as Pro Photo, then you should work in the full 16-bit precision throughout your image editing process to avoid loss of colour accuracy, although you are free to convert the final file to 8-bit as a final step. You should be aware that silver halide's colour gamut is not as wide as Pro Photo's.

If there is no embedded profile, then we will attempt to contact you where possible, but if we cannot, we will make a default assumption of sRGB. This is because in our experience the majority of devices and software programmes use a default of sRGB as this is the standard colour profile for screen displays.

We pride ourselves on our colour accuracy and believe that our printers are the most accurate in the world within gamut. Every printer is calibrated at least once a day and every time a new roll of paper is used. We build our own target profiles for each paper we use, and have ICC profiles for each media type. These media-specific ICC profiles are available if you wish to soft proof using a calibrated colour-managed monitor.

For further information on how to use our services in a full colour-managed workflow, please email [support@l-type.com](mailto:support@l-type.com). We will gladly explain and discuss the best solution for you to capitalise on our outstanding quality and colour fidelity.

## TEXT AND FONTS

The document/files should be supplied with all fonts embedded or with the fonts included, if copyright allows. EPS files should include all fonts converted to outlines wherever possible.

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## SHARPENING

The L.Type process produces extremely sharp images and text due to its 400ppi true continuous tone printing. However, some photographers do find that their L.Type prints can appear softer than they expect in comparison to other photo services and inkjet machines. This is because many such services and machines automatically sharpen images or because inkjet can give an illusion of sharpness because each image pixel is represented by a large number of dots on the page. As stated above, our core philosophy is never to adjust images and sharpening is very much a matter for personal preference. We recommend, therefore, that having sized your image for 400ppi, you review and adjust the sharpening as necessary. If it looks too soft on-screen, then we will reproduce that, but we will also reproduce the artefacts visible in over-sharpened images. There is no single correct amount of global sharpening that we can advise, as each image is different and sharpening is a matter of taste. There is no better alternative to investing time in optimizing each photograph to your requirements.

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## PRODUCING DESIGNS FOR LAY FLAT BOOKS

The largest book size accepted is 300mmx430mm - an A3 landscape (spread size 300mmx860mm). Therefore, any book must be designed within this size range. All page spreads must have a standard bleed of 3mm with crop marks at 3mm offset.

Please note that the cover will need to be somewhat longer than the inside pages to accommodate the book spine. The exact amount will depend upon the number of body pages within the book. We can give you the correct dimensions once we know the number of spreads and media type and whether or not you require stiffening boards between pages.