

Artwork guidelines

File Format



When the artwork is sent to us, it needs to be “print ready”. We request that you send us Print Ready PDF files, as we prefer to work in a PDF workflow. There are many different software applications that allow you to save or print your artwork to a PDF. Acrobat Distiller® comes packaged with Acrobat® and it’s the most commonly used software application. However, there are many free or shareware applications that you can also use such as: Primo PDF®, PDF 995®, AcroPDF®, CutePDF® and Bullzip®.

Resolution



To make sure that your art files print with clear crisp images, we require that the artwork you supply has a resolution of no less than 300dpi. Artwork submitted with resolutions lower than 300dpi can produce blurry, bitmapped or pixelated images when printed. Note: Images copied from the web are typically 72dpi. They may look good on your monitor, but they are not suitable for print. They also may present copyright issues.

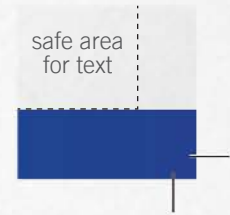
Colours



CMYK (Cyan, Magenta, Yellow and Black) is the industry standard formula. Artwork submitted using Pantone®, Spot, or RGB will be converted into the CMYK format when using a digital press. This may cause some slight colour changes. If you need an exact duplication of a Pantone® colour, we can use the offset printing process to produce your order. Our CMYK workflow is monitored and calibrated to maintain industry standards. Your monitor or personal printer may not be an accurate representation, so we recommend you proof your job before we print it.

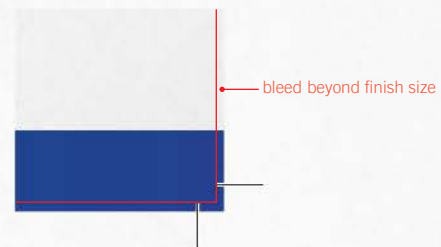
Fonts & Text

Fonts



In the design world there are many different fonts available. Before sending us your file, turn your fonts into either curves or outlines, which will make the text un-editable. By doing so, you are turning the font into a graphic, which should eliminate all possible font issues. All text must be a safe distance from the edge of the final trim sheet. You should have a minimum 3mm of space between the text and the edge of the final trim sheet.

Bleed



Bleed refers to printing an image that goes beyond the edge of the sheet after trimming. For example, to get the background of your flyer to be yellow all the way to the edge of your sheet, the colour must bleed past all of your edges. If the background isn’t designed bigger than the finished cut size, you could see white areas on the edges of the finished piece due to variations in printing and trimming. It is recommended that an area of no less than 3mm be created as a bleed area to be cut away on all sides.

Artwork Size

Product	Finished Product Size	Size with Bleed
Business Card	55 x 90mm	61 x 96mm
A5	148 x 210mm	154 x 216mm
A4	210 x 297mm	216 x 303mm
A3	297 x 420mm	303 x 426mm

The table above shows the standard sizes required when creating artwork and the sizes with 3mm bleed. Important: The print ready file you send us has to be complete. If our graphics department has to make changes to the file (e.g. resize, adjust colour, add bleed, etc.), there will be added charges. If files are incomplete, we will always notify you first. Many times we can help you over the phone to correct them.