

PRINT ARTWORK SPECIFICATION

When the client, are supplying the artwork, we require the submission of complete, "Print Ready or Press Ready" electronic artwork set up in accordance with the specifications documented here.

We accepts files from the following applications:

Adobe Acrobat (.pdf)
Adobe Illustrator (.ai, .eps)
Adobe Photoshop (.psd, .jpg, .tif)
Adobe InDesign (.indd)

We always prefer to work in PDF format, however if you do not have one of these formats, most industry standard programs allow you to save in PRESS QUALITY PDF format, which is also acceptable. We cannot work with MS Powerpoint, Excel, Coral Draw (.cdr). If any issue or questions speak to us prior to upload your artwork.

To Ensure You Get The Best Quality Print Job, Follow These Simple Rules:

Bleed / External Bleed:

We require your artwork to have a minimum of 3mm external bleed on all sides. Increase the external bleed area to 5mm on all booklet pages. Bleed refers to the printing that goes beyond the trim edge, which allows for movement on the guillotine when trimming your product down to size. You will need bleed on any coloured background or image that touches the edge of your artwork.

Safe Margin / Internal Bleed:

Internal Safe Margin / Bleed is an invisible 3mm buffer border inside your artwork size. Keep text and design elements you don't want cut off within the 3mm inside margin. This ensures nothing important information is too close to the edges of your design during the trimming process.

Trim / Crop Marks:

Trim / Crop marks tell us the exact final size of your job and ensure that no important information is accidentally trimmed off.

Fonts:

Convert your fonts or text to outlines or curves.

Supply Single Pages:

Artwork to be 1-up on a single page document. Do not supply spreads or front and back on the same page.

High Resolution Images:

Please ensure that all images supplied are of a resolution of 300dpi at their final printed size.

Please Note: Do not 'upsized' 72dpi images (Web Content) or low resolution images to 300dpi as this may result in a poor quality finished or pixelated result.

Convert Your Images To CMYK:

CMYK (Cyan, Magenta, Yellow, Black) is the colour palette for professionally printed materials. If you want to print a job in full colour, make sure all images are CMYK (not RGB).

If you have a Pantone colour (PMS) specifications speak to our team prior to printing.

Please Note: SCREEN COLOURS ARE NEVER ACCURATE - please check your Pantone or CMYK specifications.

Standard Document Sizes are:

BC - 90mm x 55mm	A4 - 210mm x 297mm
DL - 99mm x 210mm	A3 - 297mm x 420mm
A6 - 105mm x 148.5mm	A2 - 420mm x 594mm
A5 - 148.5mm x 210mm	A1 - 594mm x 840mm

Specific Artwork Guides For Signs, Banners & Promotional Products

Different artwork specifications may exist for banners & promotional products.

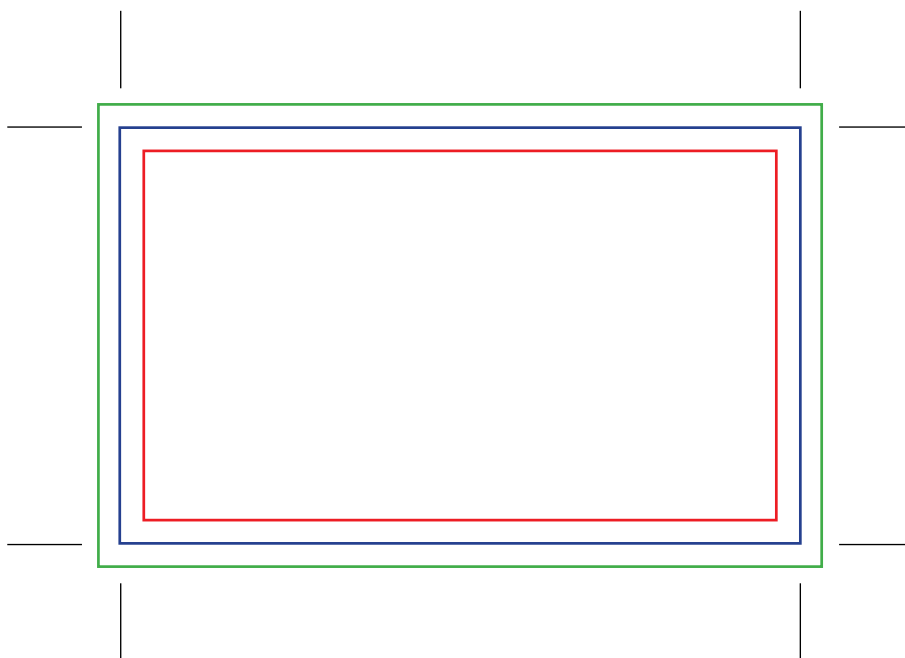
Please contact us before supplying artwork for these products.



EXAMPLE OF ARTWORK SETUP

When setting up artwork for print, the same rule applies across most print products. This includes business cards, letterheads, flyers, brochures etc.
Things to consider when setting up your artwork:

This is an example of how you would set up your business card artwork for print ready. We require your artwork to have a minimum of 3mm Safe Margin and External bleed on all sides.



- Safe Margin - All text within this area (84 x 49mm)
- Final Size - Edge of card (90 x 55mm)
- External Bleed - For photos and colour (96 x 61mm)
- Trim marks