PRINTMEDIA

Artwork Requirements
Helpful hints and tips

This checklist is provided to ensure your job progresses through production without any delays or additional costs. By following the below recommendations you will minimise the risk of a print production error. If possible, supply laser printout of file along with the digital file.
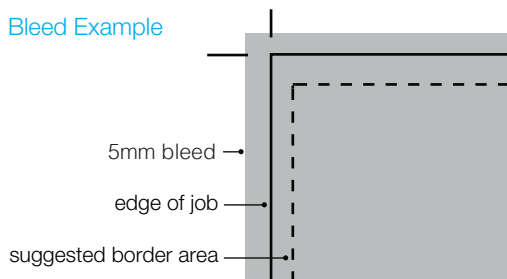
• Acceptable formats - We prefer press ready pdf's supplied. However we will accept packaged inDesign files, high quality Photoshop files, jpegs or tiffs. For best print results, artwork is best created in such programs as Illustrator, InDesign, or other vector-based design software. Otherwise Photoshop, Paintshop or other graphics programs can be used as long as they can create a high-quality 300 DPI or greater bitmap graphics output file. Other files can be used, please check with us first. Files in Microsoft Word, Publisher etc are not print ready. If these files are provided to us, they need to be converted to a PDF file, so this will incur extra charges. You are required to view a proof as elements on your artwork may have changed.

• Images - All images saved as 300dpi at 100% of the size. This resolution will ensure that your design will appear crisp and sharp instead of blurry.

• Fonts - Outlining or embedding the fonts that you use in your files means we can print them even if we don't have those particular fonts installed on our computers and they will look exactly the way you want them to.

• Colours - All colours and images to be in CMYK unless job is spot colour. DO NOT USE RGB, these will print discoloured and dull. If you provide it in other colour modes we can convert it for you, but you should carefully check any colour shifts before approving for print. For a rich black please supply black as c40%, m40%, y40%, k100%. Delete all unused colours from your colour pallet.

• Correct size - Dimension of artwork should be correct, print and cut out the proof to ensure the right sizing. Supply single page files for each page or side (2 sides = 2 pdf files, 1 front 1 back).

• Trim marks - Please include trim marks on your final pdf. Look for crop marks or trim lines and make sure it is not cropping any important graphics or text off. If the artwork should bleed out, the graphic should continue beyond the trim. If the artwork has a white border, make sure to check the thickness of border is satisfactory.

• Bleed - Requirement is 5mm added to outside trim marks (see diagram). Cutting varies up to 1mm so bleed is important.

• Safe area - Make sure no graphics or text is less than 5mm away from the trim or fold, or it might be cut off since the trim line will slightly shift during actual production.

• Working files - If there is any likelihood of alteration, supply the working files. This includes all images and fonts.

• Special effects - Look for any drop shadow and transparency effects, make sure they show up correctly.

Remember, when you sign off on a proof, you indicate that everything on the proof is correct. If a problem is discovered afterwards it is likely that you will incur additional costs to fix it as you have approved it the artwork as correct.

Bleed Example

5mm bleed →
edge of job →
suggested border area →

How to create a PDF from Illustrator

In Adobe Illustrator, simply go File > Save As... and select Adobe PDF as the Format, choose where you want your PDF to be saved and hit Save. In the Save PDF dialog box that follows you can choose the Press Ready Preset. The tabs on the left side will be largely left to the default setting of the preset. But you need to add crops and bleed as discussed above. Then hit Save PDF.

How to create a PDF from InDesign

In Adobe InDesign, simply go File > Adobe PDF Presets... and select Press Quality. Choose where you want your PDF to be saved and hit Save. In the Save PDF dialog box that follows you can add bleed and crop marks from the tabs along the left side. Then hit Export PDF.