



TECHNICAL GUIDE

YOUR GUIDE TO PRODUCING PROBLEM FREE FILES FOR PRINT

CONTENTS / CHECKLIST

This guide will cover the key elements you must be aware of when creating a file for print.

Please use this as a checklist when designing your job and submitting it for print.

THE BASICS

Size.....p3

Bleed.....p4

Quite Border.....p4

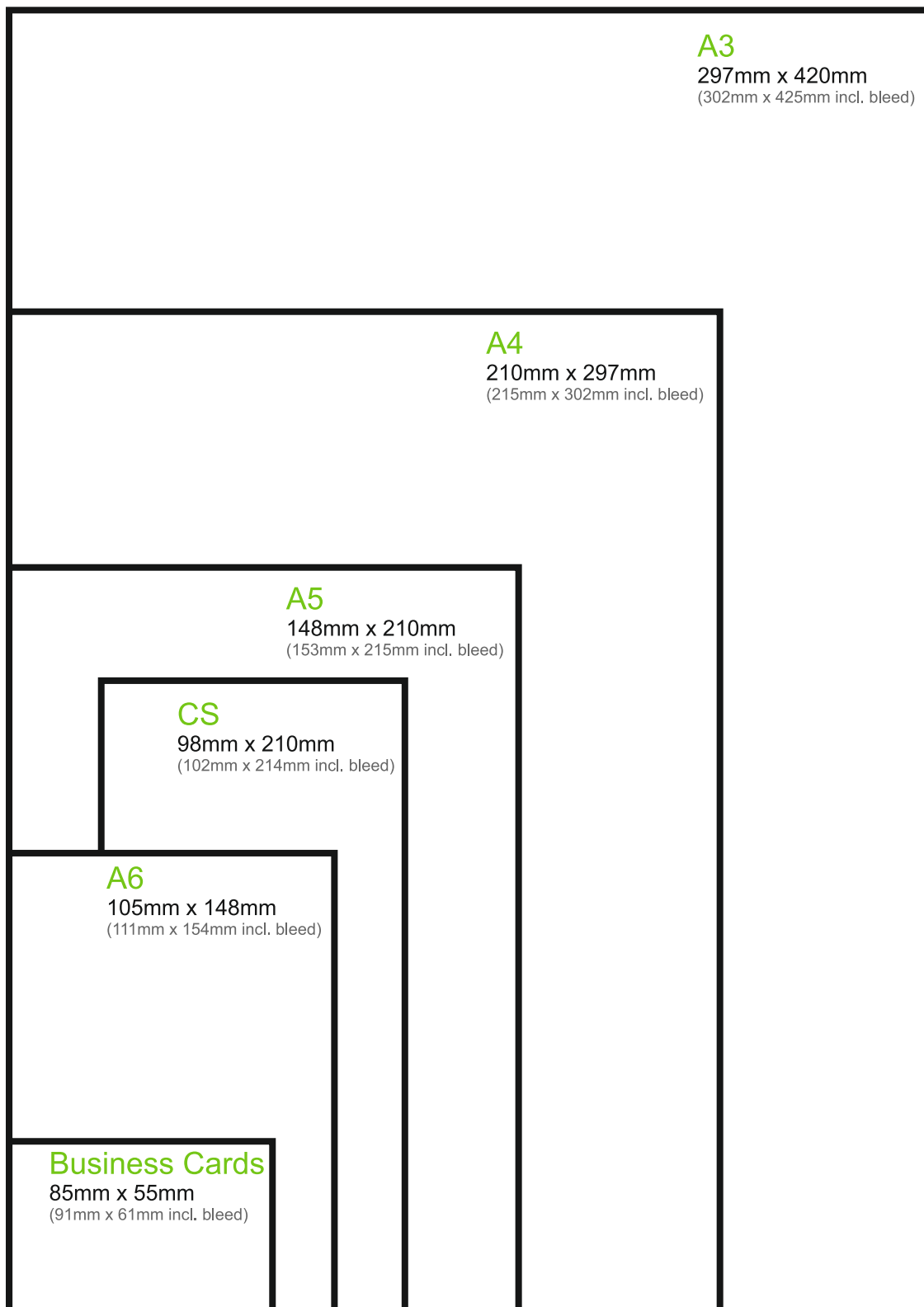
Images.....p4

Fonts.....p5

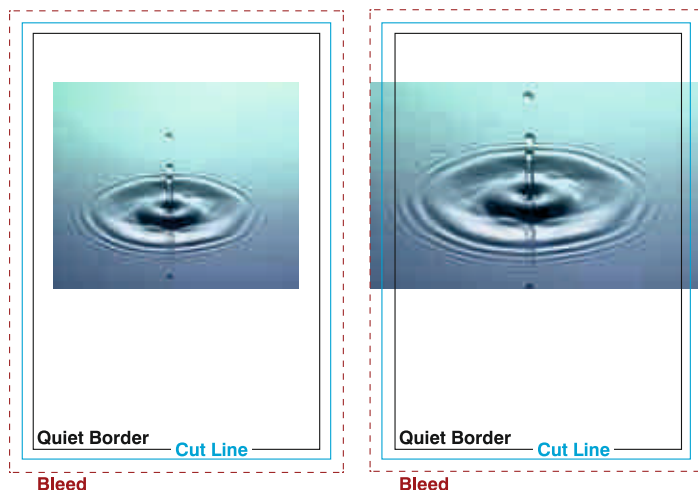
PDF Settings.....p5

Page Size

Standard page sizes for your design jobs:



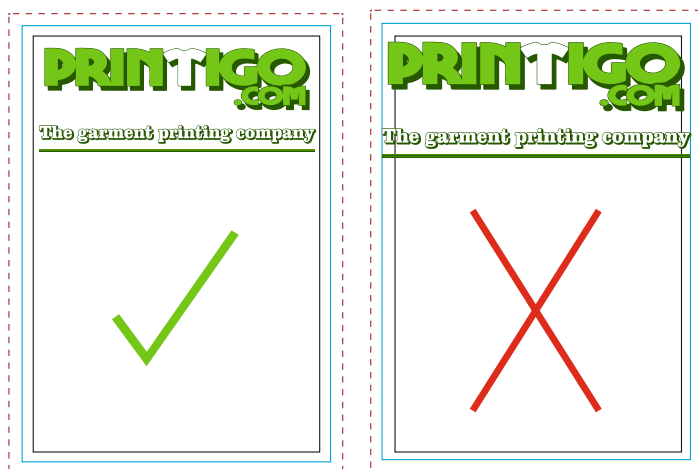
Bleed/Quiet Border /Images



Bleed

Please ensure all jobs have 3mm bleed if required. To determine if bleed is required please see diagrams on this page.

Bleed is required when images, colour or text go right to the edge of your page. To create a bleed simply extend your image(s), colour(s) or text 3mm over the edge of the page



Quiet Border

“Quiet Border”, (i.e. an area where no text or logos should be present), of at least 3mm from the **Cut Line** of your artwork should be observed. This will avoid any part of your design appearing too close to the edge of the page and will give your job a more professional appearance.

Images

Please try to ensure all images in your design file are high-res, the standard for which is 300dpi (dots per inch). The lower the dpi the worse your image(s) will look when printed, so please bear this in mind when scanning, manipulating or sourcing images for your job.

PLEASE NOTE: Images and logos saved from websites are most likely to be between 72-96dpi and are therefore unsuitable for print.

We highly recommend images to be CMYK, any RGB images will be converted to CMYK and may result in a small colour shift.

Sourcing Images - always try and use professional images, low quality images will only downgrade your designs.

Fonts & PDF Settings



Fonts

Print Ready jobs

PDF – please ensure you embed all fonts when making your PDF.

EPS – please ensure you convert all fonts to outlines when making your EPS.

File Assist jobs

Please ensure all fonts used in your design file are included with your job, or converted to curves/paths/outlines prior to submission. **Your minimum font size should be 5pt.**

PDF Settings



Please create PDF and EPS files from vector packages (Corel, Freehand, Quark, Illustrator, etc).

Please do not save files from vector packages as Tiffs or Jpegs.

Please create Tiffs and Jpegs from bitmap packages (Photoshop, Photopaint, PhotoImpact, etc).

Please do not save files from bitmap packages as PDFs or EPSs.

PLEASE NOTE: EPS files MUST be supplied with crop marks to show where the job is to be cut.

PDF CREATION

When creating your PDF to submit for print please use a recognised PDF-maker such as Acrobat to make your PDF.

Using a design package's own PDF maker may result in your job being rejected.

Always save as a **High Quality** or **Print Quality PDF**.

When saving choose **PDF/X-1a:2001** from the drop-down list.

When creating your PDF please embed all fonts.

If your job has a bleed please ensure you choose a large enough PDF page size to accommodate the bleed *i.e. if you design an A6 flyer with a bleed, make your PDF page size A5.*

Please create your PDF with crop marks if possible.