

2 Your Checklist

Ensure that the following is applied to your artwork:

1. All colours are CMYK.
2. That your artwork has a bleed area of 3mm.
3. That your artwork has a safe inner area that is away from the cut of edge.
4. If there are any lines in your artwork, they should be a minimum of 0.75pts.
5. Check that there are no hidden thin lines within your artwork that may become visible when automatically scaled.
6. Check that your spelling and fonts are correct and importantly that they are legible in Font size and colour contrast.
7. Ensure that all auxiliary layers and lines have been deleted.
8. That all Fonts are embedded, converted to paths for printing.
9. All your image resolutions are at least 300dpi or 1200dpi for line art.
10. Make sure that your artwork is saved in the correct file format, PDF, JPG or Tiff.
11. That each side number of the document matches the side number given in that order.

3 Your Bleed Guide

All artworks require 3mm of bleed.

Bleed refers to the area around your product that all background images and any content that should reach the edge of the page should extend to.

This is to avoid unwanted white gaps which may occur during the cropping of the artwork.

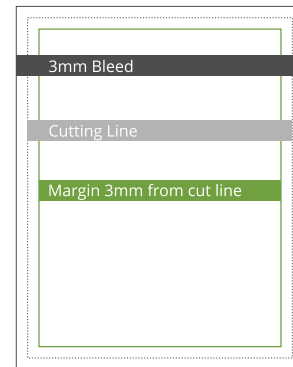
We also require a 3mm margin from the edge of the page, that all content that should not get cut off should be positioned.

Always lay out your documents in the open end size, including the all-around 3mm bleed. The area between the trim line and the bleed line will not be visible in your finished printed product.

Use our free artwork templates to assist you in the creation of your artwork which are available for download off of our website.

OPEN END SIZE - When you completely open your product, you see what is considered as open end size.

FINISHED SIZE - The finished size is the size of the product that you would see after processing, such as folding, and the product is in hand. It is also the size that you would choose during the ordering process.



4 Z - Fold / Multiple Side Artwork

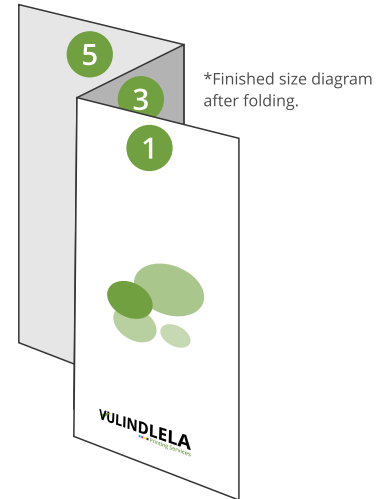
When creating multiple sided products, such as folded leaflets, make sure that you create the layout in the open end size. (Remember the bleed!)

When saving out your PDF file it is preferred that you transfer them into a multi page PDF, which will make things easier in the artwork upload process.

We do not control your document in terms of content and artwork, and can only assume the artwork supplied is correct. Therefore in multi-side documents, or documents with folds, please make sure that the alignment and sequence of the sides are clearly recognizable.



*Open end size diagram
laid out artwork



Please ensure that you use at least 300dpi for Greyscale and Colour images or graphics (in the original size) to ensure an optimal print result.

Line art (e.g. actual lines or symbols or text with small point size) should be laid out with a resolution of 1200dpi to avoid a 'saw tooth' effect.

This effect occurs because line art in comparison to other images with fluid transitions, shows high contrast and hard colour edges.

The higher the resolution (dpi), the greater the amount of data. To reduce the amount of data we recommend that you crop your images down to the size or area that you would like to use.

Always lay out your graphics and images with the right size and resolution for the best results.

Scaling up or increasing the resolution at a later stage may result in poorer image quality.



Low resolution



High resolution



Image before cropping



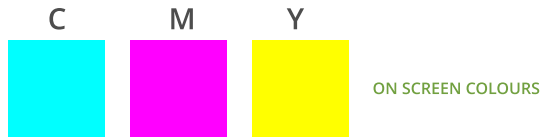
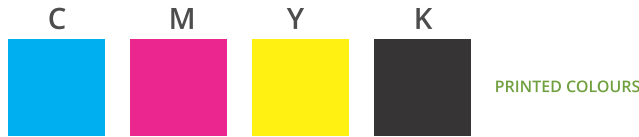
Part of image being used

6 CMYK - Colour Mode

Artwork for print must be in CMYK (Cyan, Magenta, Yellow and K, "K" is black), not RGB (Red, Green and Blue). We do not accept spot colours and will automatically convert any artworks containing spot colours to their CMYK equivalent.

Please note that any artworks that are submitted to us in RGB will be converted automatically to the CMYK equivalent. It is however recommended that you ensure that your artwork is submitted in the correct format.

The explanation of the difference between RGB and CMYK is that one describes how colors are displayed on a computer screen (RGB), and the other describes how colors are represented on inked paper (CMYK).



All content, type and images etc. should not be placed too close to the edge of the page as they may be cut off. We require a 3mm margin on all artworks. (See page 3 “Your Bleed Guide”.)

Please do not use fonts smaller than 5pt, customers will be notified via email if the artwork check finds they have supplied an artwork with small fonts. The general reading font size for print is 10pt, with 8pt being used as body copy size in magazines. Keep in mind that the larger your product, the larger the optimal font size will be. (For example 6pt is a reasonable font size on a business card but would be essentially unreadable on a poster or larger format flyer.)

Fonts must be embedded, expanded or converted into shapes to avoid problems with size and typefaces used. These problems may occur if the printer does not have the font you used available.

There are standard fonts that can be found on most computers. There are also fonts that are used for a particular programme or that you have downloaded that are not installed on every computer. Therefore they cannot be displayed and will automatically be converted to a standard font.

To avoid this all fonts must be embedded, expanded or converted into shapes.

A B C D E F G H I



Our basic artwork check is compulsory check done with every artwork to ensure that it is print ready.

In the artwork check we will look at the following:

That the artwork is supplied in CMYK.

That the artwork saved in the correct format (PDF or JPG).

That the number of sides supplied correspond with the product ordered.

That the document the correct size (if bleed and margins have been provided).

Automatic conversion into CMYK for full colour prints and Greyscale for one colour prints.

All fonts been embedded, expanded or converted into shapes.

Our customer service will contact you immediately by email if your artwork present any of the problems mentioned above.

Please note that conversions of size and colour mode will be processed automatically with a scaling of 3.5mm.

Our customer service will contact you should a larger scaling be necessary.

Furthermore, we will not check if the side sequence of your artwork is correct.

This is your responsibility.

