

If you choose to supply artwork for print, please take note of the following specifications.

file formats

PRESS QUALITY PDF (PREFERRED): Supply artwork 1 up only, embed fonts, flatten transparencies, no compression. The best way to achieve this is to export or print to pdf using the press quality **PDF/X-1a:2001 standard**. *No changes will be made to artwork supplied in this format.*

EPS / AI / INDD: (vector files) Artwork should be packaged in a folder with all accompanying links and fonts, so it can be sent to print and changes can be made if required. If no changes are required then text can be converted to outlines.

PSD / TIFF / JPEG: (raster files) If the image contains layers, please save your image in the native Photoshop format (PSD). If not, please save as a JPEG, TIFF or EPS. The minimum acceptable resolution is 300 PPI.

file setup/requirements

BLEED is required if any image or text touches or extends past the document edges. For example, if you would like your business card background to be entirely blue, you must bleed the blue colour past the edge of the final size of your business card. This prevents a white line down one or more edges of your finished product, caused by very slight variations in printing and guillotining. Please include at least 2mm bleed on each side of your artwork. *See diagram below*

MARGINS: As a guide, important design elements and text should be placed at least 5mm from the document edge.

TRIM / CROP MARKS: Marks should be included to show the finished size of your artwork (i.e. where you would like the artwork to be trimmed). Always add trim/crop marks outside the image area. *See diagram below*

RESOLUTION: Images used/supplied need to be at least 300ppi. This will enable your artwork to print at high quality. Web images are usually 72ppi and not recommended for print.

COLOUR: Use colours as requested/specified in your quotation. **NOTE:** If your artwork is being printed offset, CMYK or spot colours are required (no RGB).

100% BLACK: Not every black is the same, as a result we prefer to use 100% black separation only (do not use registration, RGB or web colour black).

OVERPRINTING: Please turn this option off unless absolutely necessary. We recommend assessing overprinting objects individually (i.e. choosing to overprint thin/small text on a coloured background is acceptable).

FORMATS: For publication, we prefer to use files in PC format, preferably from InDesign, Illustrator or Photoshop software. We are always updating our software and work with the most current versions of these programs.

We may also accept CorelDraw, Publisher, Word, Excel files, but we would prefer these files to be converted and supplied as a press quality PDF. **PLEASE NOTE:** Publisher, Word, and Excel will only allow RGB colour file creation (not suitable for offset print production), and colour conversions from RGB to CMYK may have unpredictable results.

If you are supplying your artwork via email, we require your files (i.e. illustrations, links and fonts) to be compressed as a ZIP file.

artwork setup

Example: Business Card

- Document Size
- Bleed Area
- Trim Marks

