

Helpful tips for professional printing:

Most products are printed with multiple pages on a sheet and then cut down on a guillotine. When artwork is set up to the exact size of the product difficult to guillotine precisely on the edges without leaving a white border. For the best possible result any colours or images that print to the edge of the design must extend (bleed) past the edges. This bleed is then cut off when the printed matter is guillotined.

Avoid frame borders when possible as they often appear uneven if they are close to the final trimmed size. If you must have borders allow at least 5mm margin inside the outer edges of the page. Text must not be closer than 5 mm inside the outer edge of the print.

Avoid screen (computer monitor) resolution images and compressed images copied from the internet. Try not to down sample or make images smaller to reduce the file size as once you have you loose image data and quality. A common rule to follow for photos is for the image size to be 300dpi at 100% of its print size.

Avoid fine text if size is below 7pt – keep important information bold & easy to read.

Carefully check correct spelling of names, address, phone numbers, email and web Urls when sending final art and when checking our supplied proofs for approval.

Supply all final art as Multi page single file Press ready PDF's with trims and 3mm bleed as single page layouts. Do not attempt to impose/step and repeat (lay the file out for multiple page/image printing) as this process is carried out at the print shop.

DO NOT embed colour profiles.

If providing the original art (EG Indesign file) please package all images and fonts with the design file. Also provide a low resolution proof of the art as it appears on your computer.

Please Zip all these collected components prior to emailing/uploading them to save space and time.

Below are recommended programmes to use for different aspects of design:

Create and Modify images/photos in Adobe Photoshop.

Create coloured or black & white line art (Vector Art) in Adobe Illustrator.

Create the final laid out page in Adobe Indesign or QuarkXPress, these programmes allow multiple pages in one file where you can most efficiently layout the text within a page and place the images created in Photoshop and Illustrator to suit.

There are many more programmes that can achieve print ready results and the above are the industry standard. Please call or email if you have any questions with art prep and programme compatibility.