



# Print Magic

The Beginner's Playbook for Perfect Printing (Zero Jargon Required)

**START**

# Choose Your Adventure.



# The Please Don't Cut My Logo Guide.



**Safe Zone:** Keep all important text and logos inside this 3-5mm inner margin.

**Design** The Readinap sing and firesh with candler and marggin into fmotft..

**Trim:** Exactly where the physical blade will cut the paper.

**Bleed:** The Safety Net. Extend backgrounds 3mm out here to prevent awkward white borders if the printer cuts slightly off-center.

*Slug: Hidden space for notes to the printer (you probably don't need this yet).*

# Pick Your Player.

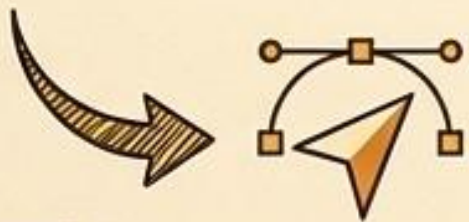


**Ai**

## The Architect

**Best for:** Logos, shapes, and single-page graphics.

**Superpower:** Crisp vector lines that never blur.



**Ps**

## The Photographer

**Best for:** Editing photos and color tweaking.

**Superpower:** Image magic (Pixels/Raster).

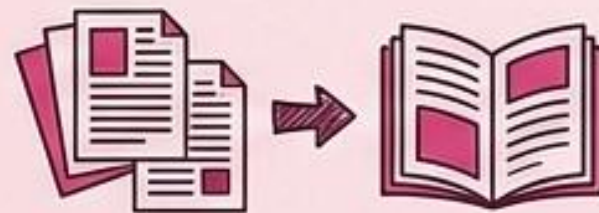


**Id**

## The Bookbinder

**Best for:** Multi-page brochures, catalogs, and heavy text.

**Superpower:** Organizing chaos.



Web-based templates are great for quick digital stuff, but for pro printing, these three are the heavyweights!

# RGB vs. CMYK (Screen vs. Print)



## Red, Green, Blue.

The colors of light. This is how your glowing computer screen sees the world. Great for Instagram, terrible for paper.



## Cyan, Magenta, Yellow, Black.

The colors of ink. This is how a printer sees the world. Always design for print in CMYK.



**Pro Tip:** Don't trust your screen!  
Trust your software's color numbers.

# The Golden Rule of Images

## 72 DPI: The Web Standard Standard (Low-Res)

Loads fast  
online, but  
prints like a  
blurry mosaic.



## 300 DPI: The Print The Print Standard (High-Res)

The magic  
number for crisp,  
clear, and  
professional  
physical prints.

### ⚠ WARNING:

You cannot magically turn a 72 DPI image into a 300 DPI image just by changing the number. You must start with high-quality photos!

# Thick vs. Thin (Paper Weights Explained).



## Text Weight

(e.g., 60# to 80#)

Thin, flexible, and floppy like standard printer paper.

**Best for:** Magazine interiors, basic flyers, or letters.

## Cover Weight

(e.g., 120# or 14pt+)

Stiff, heavy, and sturdy like thin cardboard.

**Best for:** Business cards, postcards, and covers.

**Trend Alert: 2026 is all about Ultra-Thick cover stock.  
Heavier paper = instant luxury and value.**

# Naked Paper vs. Dressed-Up Paper.

## Left Branch

**Natural fibers,**  
textured, absorbs ink.

**Vibe:** Earthy,  
organic, classic.



**Can I write on it?**  
Yes, perfectly!

## Right Branch

**Covered** in clay for  
sharper, denser colors.

**Matte/Dull:** Smooth,  
refined, zero glare.

**Gloss:** Shiny, highly  
reflective, colors pop.



**Can I write on it?**  
No, your pen will smudge!

# 2026 Print Aesthetics.

The image features a wooden background with several overlapping paper elements. On the left, there's a torn piece of light brown paper with text. Below it is a solid blue rectangle with white text. In the center, a stack of color swatches is fanned out, showing various shades from earthy tones to bright colors. To the right, there's a piece of light brown paper with a circular cutout. At the bottom center, a small piece of white paper with a grid pattern is taped to a larger piece of white paper with handwritten text.

## Trend 1: Earth-Infused Neutrals

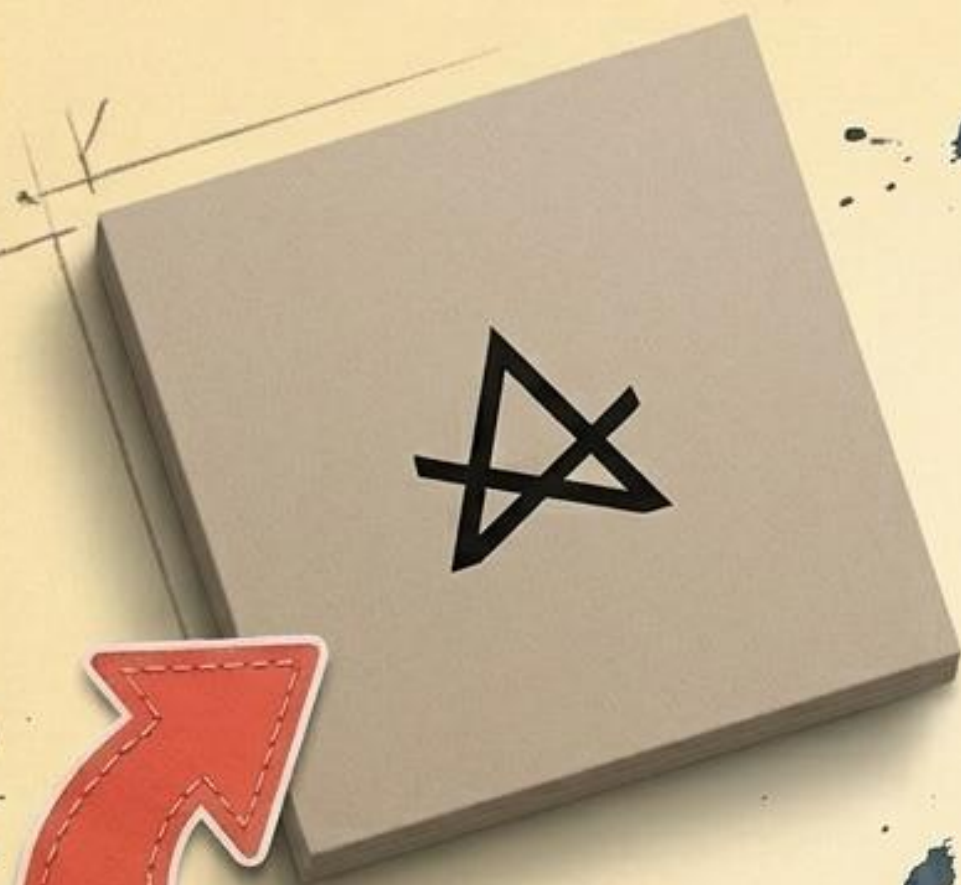
Honey beige, mushroom gray, soft terracotta.  
Calming, honest, and grounded.  
Pairs perfectly with textured, uncoated paper.

## Trend 2: Digital Brights & Jewel Tones

Hyper-lime, electric teal, sapphire navy.  
Expressive and energetic.  
Perfect for striking accents.

*The Pro Secret: Combine a calm,  
earthy background with one  
screaming digital bright for a  
perfect modern hybrid.*

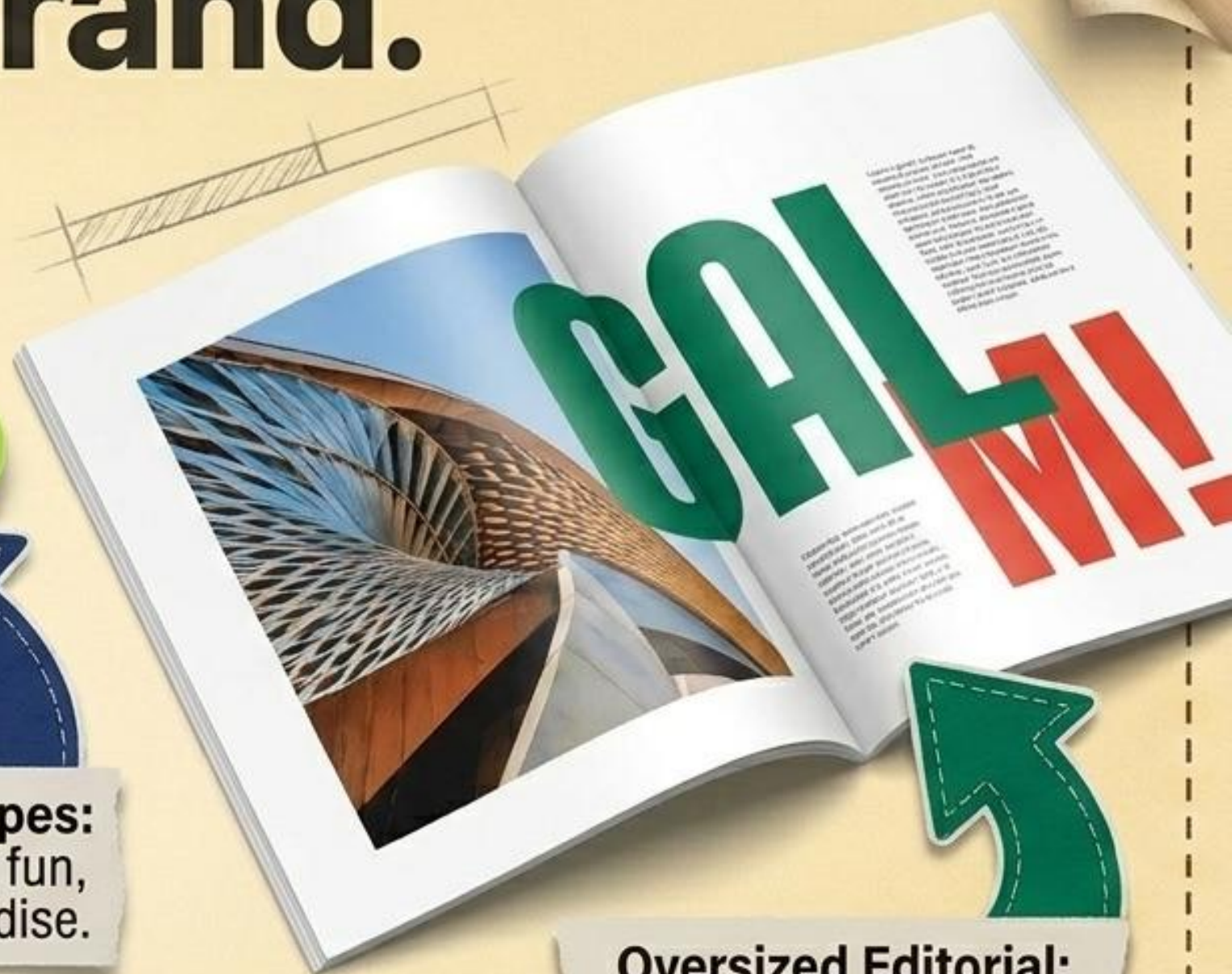
# Shape Up Your Brand.



**Square & Compact:**  
Ditch the rectangle.  
Square cards instantly  
stand out in a stack.



**Die-Cut Custom Shapes:**  
Turn boring logos into fun,  
keep-forever merchandise.



**Oversized Editorial:**  
Think like a premium  
magazine. Wide margins,  
asymmetric layouts,  
and giant photos.



# Top 3 Print Disasters (And How to Avoid Them).



# The Pre-Flight PDF Checklist.

Check your dials before hitting send:



# Your Recipe for Print Magic.



**Prep:** Start your canvas in CMYK. Add a 3mm Bleed. Keep text safely inside the green zone.

**Ingredients:** 300 DPI High-Res Images + Professional Adobe Software.

**Bake:** Choose Cover Weight for sturdy stiffness, or Text Weight for easy folding.

**Garnish:** Finish with a Soft-Touch Matte coating for sophistication, or Uncoated for organic vibes. Export as a PDF/X.

# You're Ready to Hit Print.

No more jargon. No more blurry photos. Just beautiful, tactile design.  
Go make something you can hold.

