



QUICK TIP

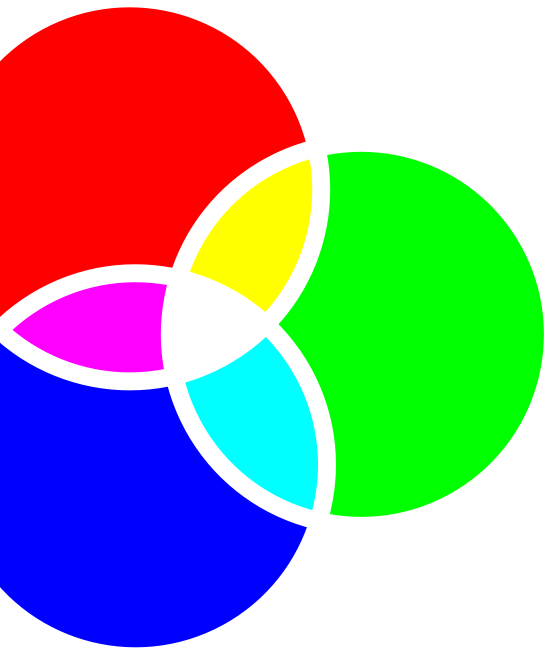
PRINT-READY SUPPLIED ARTWORK

PRINT-READY CHECKLIST

- | | |
|--|---|
| <ul style="list-style-type: none">☐ Correct colour mode (CMYK or Spot Colour)
<u>Check all elements used</u>, e.g. photos☐ Correct artwork dimensions, and correct position for any fold lines/die lines/perforations etc☐ High resolution (300dpi)
<u>Check all raster elements used</u>, e.g. .jpeg/.png files | <ul style="list-style-type: none">☐ Bleed (at least 3mm on all edges, or 10mm for mounted products, e.g. corflute signage)☐ All important text/logos within the 'safe zone'☐ Exported as correct file type (high quality .pdf with bleed and crops) |
|--|---|

COLOUR MODES

TALK
TO YOUR
ACCOUNT
MANAGER ABOUT
SPOT COLOURS
FOR DIGITAL
PRINTING



RGB

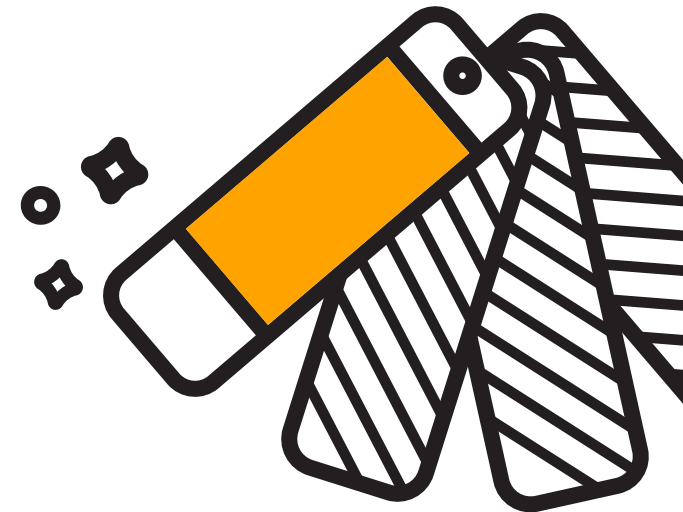
On-screen designs only



CMYK

Off-set & digital print jobs

NOTE: RGB elements used in a design for digital printing can create unsightly boxes in the finished product. Ensure all photos, logos, graphics etc are converted to CMYK.



SPOT COLOURS

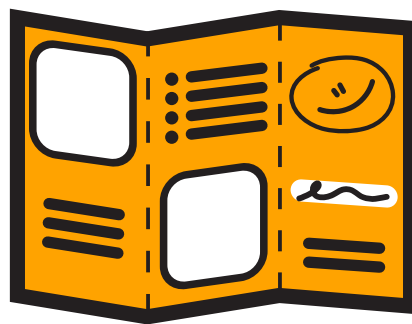
Precise colours or special inks for both off-set and digital printing

SIZE & RESOLUTION



DOCUMENT SIZE

Set your artwork size to the correct finished size. Enlarging a smaller, or incorrectly proportioned, file could result in a pixelated finish.



FOLDS/PERFORATIONS ETC

Check the location of any fold lines, die lines, or perforations.

NOTE: Panels in a roll-fold brochure are not all the same dimension.



HIGH-RES?

Open the file and zoom in to 100%. If it looks fuzzy, it won't print clearly. 300dpi is the sweet spot for raster images.

BLEED

ANYTHING
THAT TOUCHES
THE EDGE OF
THE FINISHED
PRODUCT MUST
BLEED OFF!



SETTING UP BLEED

Background colour and images must extend at least 3mm (on each edge) beyond the finished size of the artwork.



CUTTING

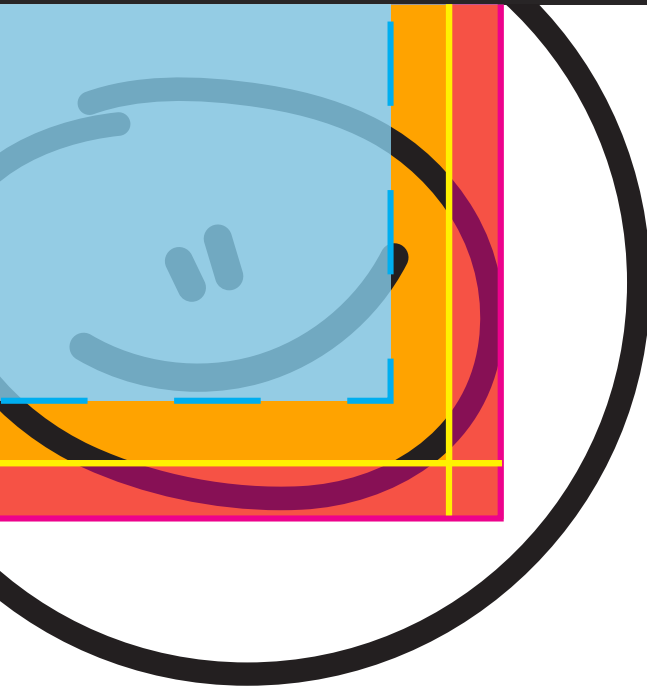
Your item is cut to its finished size, so everything beyond the crop marks is trimmed off, i.e. the bleed. Bleed ensures there are no white slivers at the edges after cutting.



THE FINAL PRODUCT

THE SAFE ZONE

TEXT & LOGOS
SHOULD BE
A MINIMUM OF
2-3MM FROM THE
TRIM EDGE



 **Bleed**  **Trim**
(finished size)  **Safe Zone**



IN THE ZONE

Stay inside the 'safe zone', and important details won't be trimmed.



THE FINISHED PRODUCT

FILE TYPES



RASTER FILES (.jpeg .png .tiff)

Pixel-based. Great for photos and detailed images, but go fuzzy if you make them too big.



VECTOR FILES (.ai .eps .svg)

Built from paths, not pixels. Best for logos, text, and graphics. They can be enlarged to billboard size and stay sharp!



PRINT READY PDFs

PDFs can hold both vector and raster artwork.