Artwork Guidelines

Preferred Artwork:
There are two basic digital ways for printers to receive artwork. As a high resolution PDF (a more preferred up-to-date method) or a compressed file (usually Adobe InDesign or Illustrator document with images and fonts included or outlined).

PDF -The advantages of high res PDFs

Smaller file size (compressed)
There won't be any problems with fonts not loading or images going missing
You will have a better idea of how the job will print.
Note: Top quality reliable PDFs can easily be exported direct from InDesign and Illustrator.

Common Problems
Files with no bleeds or the wrong sized bleeds
72dpi or other low resolution files (files must be 300dpi!)
Improperly sized files
Files with text or other critical design elements placed too close to the cut or trim line.
Missing fonts.
Checking your High Res PDF:

Open it in Acrobat Professional and have a good look at the job - it might be the last time you see it and maybe you can spot some errors.

Paper Sizes

SIZE	MM	INCHES
A0	841 × 1189	33.1 × 46.8
A1	594 × 841	23.4 × 33.1
A2	420 × 594	16.5 × 23.4
A3	297 × 420	11.7 × 16.5
A4	210 × 297	8.3 × 11.7
A5	148 × 210	5.8 × 8.3
A6	105 × 148	4.1 × 5.8
A7	74 × 105	2.9 × 4.1

Checklist

- Artwork is saved as a high resolution pdf (preferred) or has been preflighted and packaged correctly with all fonts and images (links).

- When supplying the final artwork include a complete hard copy print if possible.

- Page is set up at the exact finished size with crop marks.

- In the artwork design no text is placed within 4mm of the trim of the page.

- If bleed is required, allow 3-5mm extra on all trim edges. Crop marks must be included. Images and graphics have a resolution of 300dpi.

- Images and graphics have been placed into the document at 100% or not enlarged more than 130% or reduced less than 50%.

- All images and graphics have been converted from RGB to CMYK or spot colours.