PRINT GUIDE

REQUIREMENTS

A print ready PDF will consist of the following:

- Crop marks
- 3mm bleed
- Embedded fonts
- High resolution and CMYK images
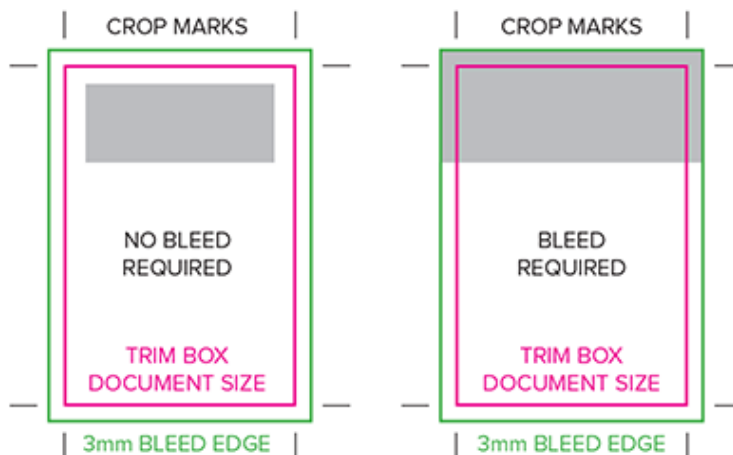- Single pages (not spreads)

SETUP

SIZE - When setting up your document, set your page size to the size you want the final product to be.

MARGINS - It is always a good idea to have a 'safe area' or margin around the edge of your artwork, ensuring that you do not place any important information or text outside this perimeter.

CROP MARKS - These let us know where to trim the document. You can add crop marks when saving your PDF in InDesign or Illustrator.

BLEED - Ensure you have a 3mm bleed to make sure you're not left with a white edge when trimmed. This is where the artwork extends 3mm over the document size.

CROP MARKS

NO BLEED REQUIRED

TRIM BOX
DOCUMENT SIZE

3mm BLEED EDGE

CROP MARKS

BLEED REQUIRED

TRIM BOX
DOCUMENT SIZE

3mm BLEED EDGE

IMAGES - For the best quality, ensure your images are 300dpi at 100%, and convert all RGB imagery to CMYK. If you are using logos, ensure these are in vector format.

IMAGE RESOLUTION - Most web images are only 72dpi (DPI "Dots Per Inch"). The lower the dpi of your images, could result is poorer results when printed, the ideal standard 300dpi.

COLOUR - Set your colour as CMYK. Please note the colour on your monitor is not always an accurate representation of the printed colour, due to different screen calibrations. If you have any specific colour matching requirements, it is always a good idea to ask for a proof first. If you have a specific pantone reference, please always let us know.

SPOT UV OR FOIL - All spot-UV elements should be provided in a separate page. please set it up on a new layer on your artwork file or an extra page; the colour of this line needs to be set to a spot colour. Ideally make this a vector file.

CUTTER GUIDES - If you are setting up a file that is not a standard print size, e.g. a circular shaped label, you will need to set up a cutter guide. The best way to do this is to set up a new layer on your artwork file or an extra page and create the shape you require in a vectored line; the colour of this line needs to be set to a spot colour. Ideally you will need to supply the cutter guide as a separate PDF to the artwork.

ABOUT TRIM, BLEED & SAFE AREA

It's extremely important that you account for bleed and trim when designing for print, so here's a simple explanation of each:

TRIM - The outer edge of the trim serves as the cut line where the product will be trimmed when it comes out of the printer. In theory, anything outside of that trim line will be cut off and anything inside will remain. However, things aren't always 100% accurate down to the millimeter, which is why you leave a trim area to account for any small discrepancies.

BLEED - Just as it's possible for there to be small discrepancies in the trimming process which may eat into the trim area slightly, it's also possible for those same discrepancies to go the other way (i.e. the actual trim line is slightly outside the trim area). Without a bleed area, you'd be left with random white lines around your finished product if this happened. The bleed area is there as insurance, to prevent the white lines no matter what happens. Bleed varies between printing companies but it's typically around 3mm in the UK.

SAFE AREA – This is the area in which all of your important information and design elements should reside. It's called the safe area because no matter what happens, everything inside this area is 100% safe and will be included in the final printed product. No important part of your design (aside from the background) should extend outside of the safe area and into the trim area. Trim varies between printing companies but it's typically around 3mm in the UK.

IMPORTANT!!

When it comes to achieving the best print results, we would always advise to carry out your due diligence. It comes as no shock but a costly reminder to check your SPELLING before sending it off to be printed. It does sound obvious, but you would be amazed at the number of costly spelling mistakes we've seen over the years.

We can print QR codes and barcodes, however please double check they work correctly before submitting your artwork. Please also note, if you supply a Just Print job without a bleed, we will enlarge your job to create a bleed which will also enlarge any QR codes or barcodes present on the artwork.

A FEW MORE THINGS TO CONSIDER...

COLOUR VARIATIONS - The type and colour of paper you choose for your print job may affect the final printed colours within the job.

INK VARIATION - Due to ink tolerances your colour may vary slightly from your design file and between print runs.

COLOUR BANDING - Colours like Cyan, Yellow, Magenta or Black (including GREY) are prone to banding. Avoid using large areas of solid colour.

FONTS - Minimum font size on any printed jobs should be not smaller than 5pt, we do recommend using 100% black for text smaller than 12pt.

LARGE FORMAT - You can setup at ½ of the size or 1/3 of the size to help reduce the file size. If you are unsure, please ask for a template if unsure.