

**PLEASE PREPARE YOUR ARTWORK REFERRING TO THE TRIM & BLEED DETAILS BELOW.**

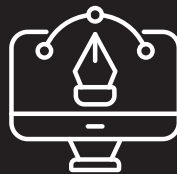
Our 'How to Guide' (page 2 of this PDF) will help you ensure the finer details of file preparation are met and your files are ready for print production.



**Straight Cut**

**Cut to Shape**

- BLEED AREA:** The bleed area extends 3mm outside of the trim line. it is used to create a consistent background and prevent white edges when the job is cut to final size, using either a guillotine or for custom shaped print, a die cutter.
- TRIM AREA:** This represents the finished document size. Any content outside of this area will be trimmed off. These guides have been set to a Magenta Spot Colour within the template and renamed as cutter guide or trim.
- SAFE AREA:** The safe area is a guide for keeping text, important information or imagery within an even margin to ensure your artwork looks clean and aesthetically pleasing whilst not straying too close to the trim line. We recommend using at least 5mm although less can be used for small labels and more for banners and large posters etc.
- FOLD OR CREASE LINES:** A Magenta dashed or dotted line is used to represent any folds or scores on the artwork template.



# TECHNICAL How To Guide

## COLOURS



CMYK

Please supply your files as a CMYK PDF, RGB is not suitable for print production. Please convert any images to CMYK before creating your PDF.



Pantone®

Please set any colours that you require to print in a 'dedicated pantone ink' to your chosen pantone colour.



Black

When using large solid areas of black, please use the 4 colour settings below to create a **rich black**.  
Cyan: 50% Magenta: 40% Yellow: 40% Black 100%.  
Black text only: Please set Black text to print in black only.

## IMAGES

### High Resolution Images



### Low Resolution Images



To ensure the best possible printed results, please use images with a resolution of 300 dpi at the final printed size.

Logos, text blocks and graphics that are integrated in the artwork need to be embedded as a vector or as an image with at least 300 dpi, this will ensure sharp print results.

**EXCEPTION:** Digital photos, which are natively 72 dpi, but are usually much larger in scale. This larger size allows for high quality when used at smaller sizes.

#### LARGE FORMAT:

Files for Large Format jobs such as banners and roller banners can normally be supplied at half size, we will then scale them up to the correct size when outputting, this will help keep the overall file size smaller, also reduce processing time during preparation and printing. Images for Large Format can be saved at 150 dpi or higher at half the final size and will usually still be acceptable.

*If you are unsure whether your job is a Large Format job or if you are concerned about the quality of your files, please give us a call to discuss your project further.*

## PREPARING YOUR FILES:



**PDF:** Please create all print ready PDF as high resolution 300 dpi with all fonts embedded.



**Illustrator:** Please embed all images and either supply fonts, or convert all text to outlines.



**Indesign:** If supplying Indesign files, please ensure all fonts and pictures used in your artwork are supplied to us in a separate folder using the "package" function. This collects the relevant files, keeping all links together.