# ARTWORK TIPS

## A COUPLE OF THINGS TO REMEMBER WHEN SENDING US YOUR ARTWORK ...

### BLEED

THIS IS THE AREA OF ARTWORK THAT IS EXTENDED BEYOND THE PAGE SIZE YOU WANT. WE NEED AN EXTRA BIT OF AREA TO TRIM OFF SO YOU GET A NICE EDGE TO COLOURS AND PICTURES THAT RUN TO THE EDGE OF THE PAPER. WE NEED AN EXTRA 3MM ON EACH EDGE, THATS AN EXTRA 6MM TO THE WIDTH AND HEIGHT OF THE DOCUMENT, FOR EXAMPLE:

A4 PAPER = 210MM X 297MM, + 3MM BLEED ALL ROUND TOTAL DOCUMENT SIZE = 216MM X 303MM

### MARGIN

ADD A MARGIN TO THE INSIDE OF THE DOCUMENT TO AVOID HAVING YOUR OBJECTS LOOK AS IF THEY ARE ABOUT TO FALL OFF THE PAGE OR EVEN WORSE ACTUALLY GET CROPPED OFF WHEN THE DOCUMENT IS TRIMMED!

THE AMOUNT OF MARGIN SHOULD BE 5MM ON SMALLER SIZES LIKE A6 OR 10-15MM ON A4 OR LARGER PAGES. IT WILL GREATLY IMPROVE THE APPEERENCE OF YOUR PRINT.

### FONTS

IF YOU CANNOT PROVIDE US WITH THE NECESSARY FONTS USED IN YOUR DESIGN PLEASE ENSURE ALL FONTS ARE OUTLINED.

### IMAGES

ALL IMAGES SHOULD BE 300DPI AND IF YOU HAVE ACCESS TO PHOTOSHOP CONVERT ALL IMAGES TO CMYK COLOUR (CYAN, MAGENTA, YELLOW, BLACK ARE THE INKS USED TO PRINT) TO ENSURE THERE ARE NO UNEXPECTED COLOUR VARIATIONS WHEN WE PRINT YOUR ARTWORK. TRY NOT TO GRAB WEB IMAGES THEY WILL NEVER BE THE BEST QUALITY FOR PRINT.

### SAVING FILE FORMATS

IF POSS PLEASE PROVIDE YOUR FILES AS .PDF OR .JPG FILES. WE CAN TAKE ALMOST ANY FILE BUT THESE ARE THE MOST COMMON.

### FILE CHECKING

WE WILL CHECK THE QUALITY OF YOUR FILES AND ADVISE IF THEY ARE OK TO PRINT. IF WE THINK ITS NOT GOOD ENOUGH WE WILL CONTACT YOU.