

ARTWORK GUIDE

Format: **PDF**
 Colour: **Four Colour Process (CMYK)**
 Bleed: **3mm**
 Resolution: **300dpi**

Making your PDF

Is your file in the correct format?

When you export your document as a PDF, make sure to include the bleed in your output settings so that the final PDF document is at the full bleed size for your product.

PDF as Pages **NOT** Spreads

Always make your PDF as consecutive Pages rather than Spreads, even if you have designed your document as spreads to view on your screen. Our software will automatically figure out the correct pagination if your PDF is in chronological order.

Follow our simple checklist:

- Export final AW file as a PDF (We also accept JPG and TIF files, however we may have to charge a small artwork fee if your files require further preparation)
- 3mm bleed is included
- No printer marks required
- Colours are CMYK
- All photos and logos are 300 dpi resolution

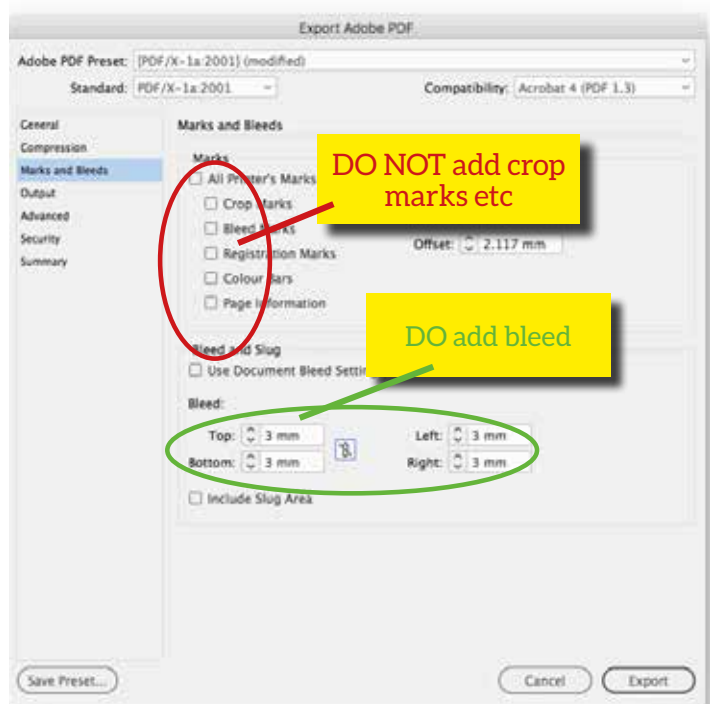
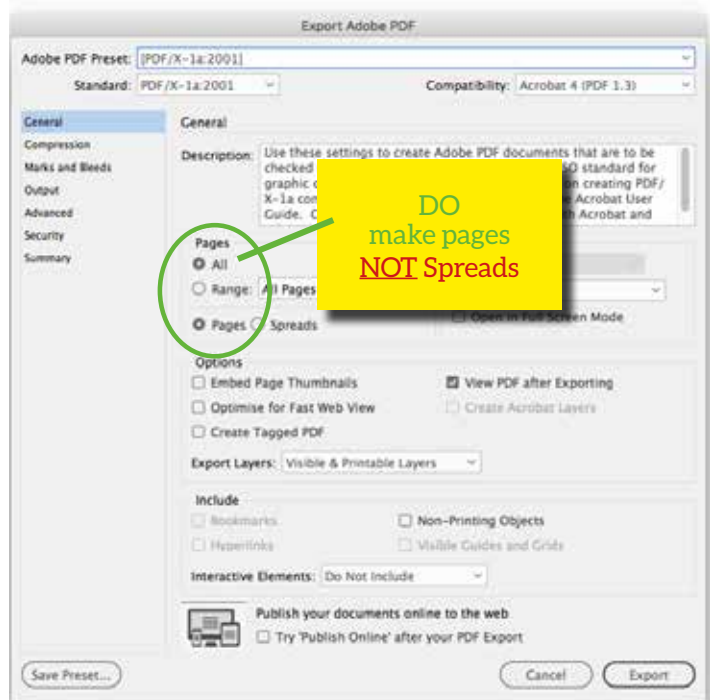
The key PDF settings:

Colour mode: **CMYK (Sometimes called process colours).**

Colour profile: **Fogra 39 (ISO 12647-2:2004).**

PDF Preset: **Where possible export as a PDF/x-1a:2001 or Press Quality**

If you're not confident about preparing your artwork, then get in touch with us and we'll help and advise you.



Is your colour CMYK?

The colour mode of your artwork and PDF needs to be set to CMYK as opposed to RGB.

Why Print files need to be CMYK

Commercial presses print onto white paper using CMYK colours, therefore in order to get the best results your files should be prepared with this in mind.

The RGB colour spectrum is wider than the CMYK spectrum. i.e. there are colours that can be created in RGB that are not available in CMYK. This problem is most apparent with very bright colours such as a fluorescent orange or green, but will also commonly affect other colours as well.

CMYK

Stands for Cyan, Magenta, Yellow, and Black

These are the colours of ink used during the printing process.

RGB

Stands for Red, Green, and Blue

These are the colours of light used by your monitor to display images on screen.

How does this affect my print?

Our process will automatically convert any RGB colours to CMYK, however, it's hard to perfectly match between RGB and CMYK and therefore we cannot be held responsible for any resulting colour differences if your artwork has been supplied as RGB.

Bright colours viewed on your screen (in RGB) cannot be exactly reproduced in print (CMYK).

Note: a lot of digital images are JPEGs and are mostly in RGB and should always be converted to CMYK colour values for use in your artwork or design for the printing process.

Colour 

RGB

Colour 

CMYK

Full Bleed

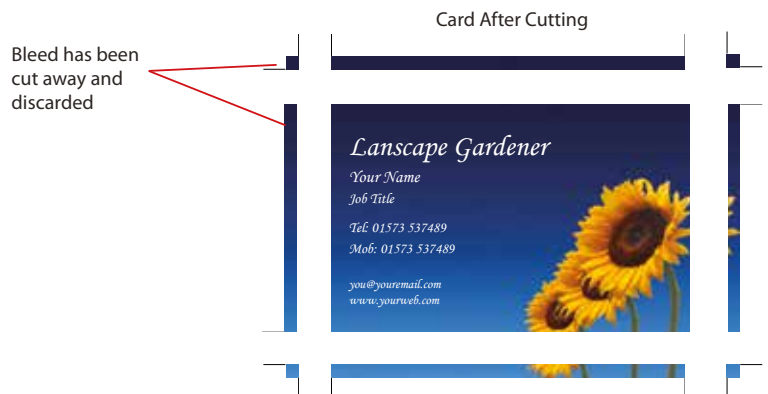
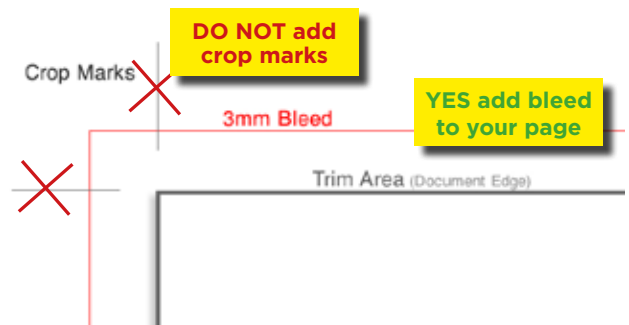
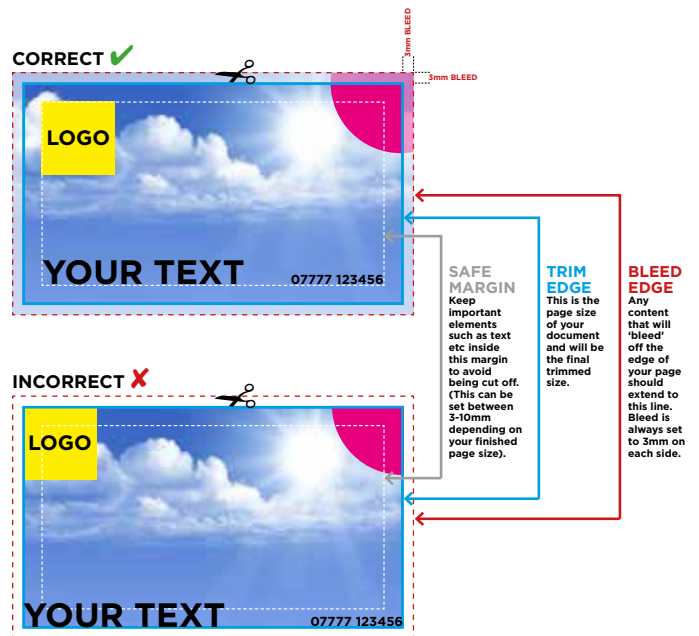
Bleed refers to images that extend to the very edges of the document. To prevent an unwanted white border from showing at the edge of your page, be sure to extend any background colours or design elements all the way to the edge and out to a bleed border.

The industry standard for bleed size is 3mm all around.

Create your document and make sure to include full bleed as this will prevent any white edges from showing at the borders after the final product is trimmed.

Trim Size refers to the final finished size of your document.

Preparing your artwork document

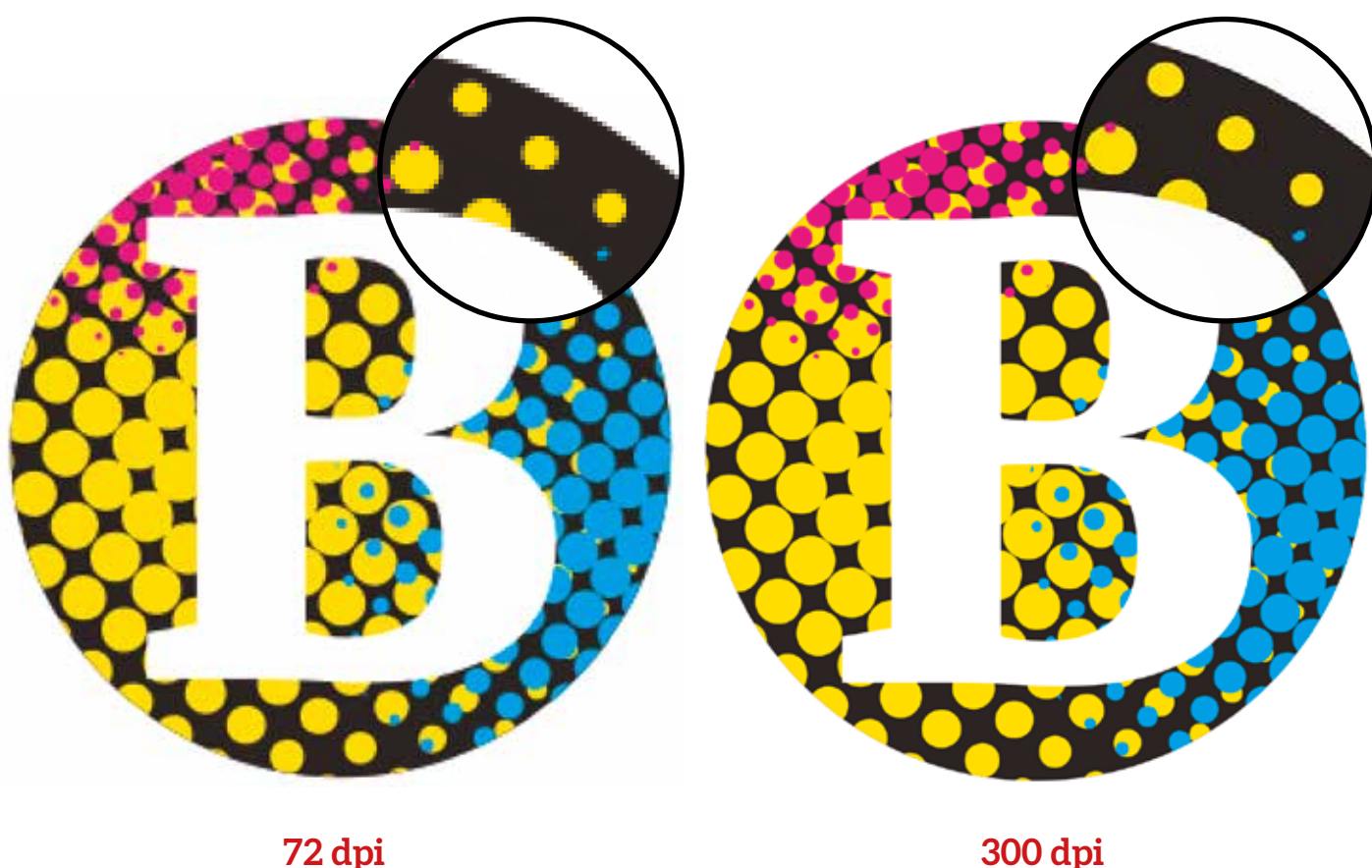


Resolution

To ensure the best quality we recommend that any images or PDFs are set to print at 300dpi at finished size.

A computer screen displays at 72dpi (dots per inch) however commercial presses print to 300dpi

Images from Google or images you download from websites will usually be 72dpi and may pixellate when we print them.



We are always happy to offer advice on how to set up your artwork to achieve the best quality results - just give us a call...