

ARTWORK SPECIFICATIONS

Artwork should be supplied in PDF format. Whilst we do accept Word and Publisher files we will take no responsibility for errors when printed. It must be remembered that Word and Publisher use typefaces resident on your computer. When transferred to another computer these typefaces may appear different, take up more or less space and consequently alter the intended design. Any files supplied as Word or Publisher files should be accompanied by a print out.

BLEED

All artwork should have a 2.5mm bleed.

Bleed is the area outside the final trim and is essential to prevent an unintended white border when trimmed. *(see diagram below)*



Document size

ie. size we trim to.

(This line should not be on the artwork)

2.5mm of bleed

This is outside of the final document size and is cut off during trimming.

TRIM

When designing artwork it should be remembered that text or important information must be placed at least 4mm from any trim line. Also, borders close to the edge of a document should be avoided at all times. A trimming tolerance of plus or minus 1mm must be allowed for. eg. if you design a border 2 mm from the edge all round a document the result might be 1mm on one side and 3mm on the opposite side creating an unbalanced look.

COLOUR

Printers use the universal Pantone matching system. It should be remembered that colours on your computer screen will not necessarily match colours when printed. This is due to many factors, not least of which is the fact that a computer screen needs to be colour calibrated and only displays 3 colours (RGB). Printing processes are 4 colour (CMYK).

PHOTOGRAPHS

Photographs supplied should be high resolution images (preferably 300dpi CMYK). Images sourced from the web are usually low resolution and not suitable for print. For advice on sourcing high quality images from the web please speak to us.