

Tips for supplying print-ready files

When supplying artwork for printing it is preferable that we receive it in PDF format. Whilst there are exceptions and variations to the below, they are our preferences to ensure timely and high quality print production.

If you have any queries please contact us, we're here to help!

IMAGE RESOLUTION & QUALITY

For premium print quality that is crisp and clean, images supplied at 300dpi is preferable, less than this can result in low resolution and pixelation.

Graphics and images from websites are often unsuitable for printing as they are set at only 72dpi, however there are some exceptions available.

if you are providing us with a logo or graphic, it is important this is high resolution. An eps or high resolution PDF is preferable, however if a jpg is all you have, we'll try our best to work with it.

COLOURS

For digital printing we will always print in CMYK, however we can work with any colour settings you provide. If you would like a specific Pantone colour please remember to let us know what it is.

Viewing colours on a computer monitor will always give an inaccurate reflection of the colours that will print. If colour detail is important to you, please ask for a printed proof.

FONTS

Uncommon fonts can create problems when the files are opened on a different computer.

MS Word commonly replaces fonts when the settings are different from computer to computer. To protect your font settings we recommend supplying your files in PDF format.

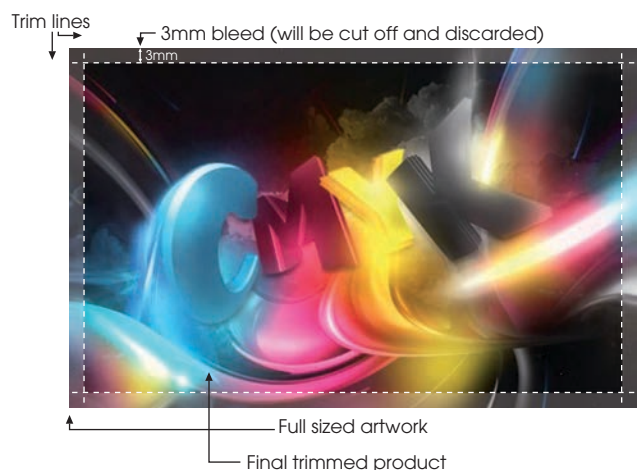
If you are supplying your files from InDesign please provide them packaged with all fonts and links included as well as a PDF.

BLEED

Printers don't print right to the edge of the page, so to achieve this we print on larger paper and trim to the correct size.

If your artwork has images, text or graphics that go right to the edge of the page then you must provide extra "bleed" (preferably 3mm) around the outside of your artwork that will be trimmed off.

The below graphic provides an illustration of what bleed is:



CROP MARKS

Crop marks indicate the trim lines and also show bleed. They are purely for production and will not be visible on the final product.

It is our preference (although not imperative) that files are supplied without crop marks as our production process will place them on.