

Are you supplying print ready artwork?

Everyone loves a happy ending....in order for your printing will turn out just the way you expected:

YOU MUST FOLLOW THESE STEPS

BEFORE YOU BEGIN!

CROP MARKS

Crops marks are a guide to where we are going to trim (or cut) your job. All artwork **MUST** have crop marks -registration marks or colour bars are not needed.

YOUR PAGE (or palette):

You have 2 options here.

1. ARE YOU MAKING A POSTSCRIPT FILE AND DISTILLING IT? (Preferred): When printing to file, make sure you select crop marks only and make the page/palatte size 10mm bigger all around than your page size..
or...

2. ARE YOU MAKING A PDF STRAIGHT OUT OF YOUR PROGRAM? Make the page 10mm bigger all around and **MANUALLY** put in crop marks (see diagram).

eg: Do not put business card art in the middle of an A4 page.

Example page sizes:

- For A4 artwork:

= 230mm x 320mm

For a 90mm x 55mm B/Card:

= 110mm x 75mm



BLEEDS:

3mm spill over from crop marks (as shown) all around if your artwork is to bleed off the edge of the printing.

TEXT:

ALWAYS convert ALL the text in the file to graphics where possible: In Illustrator this is called "Convert to Outlines", in CorelDraw it's called "Convert to Curves", in FreeHand it's called "Convert to Paths". If this can't be done in the program you are using then make sure **EMBED TEXT** is selected in your export options when creating the PDF.

PICTURES / SCANS:

Before placing these in your artwork, open them in Photoshop - go to "Image" menu, then "Mode" and check they are in **CMYK....DO NOT leave them as RGB** - BE WARNED! strange things happen to photos left in RGB....then make sure their resolution is a minimum of 250dpi at the size they will appear in the finished artwork - then **save them in TIFF format**. Now they are ready to place into your file.

**No.1 golden rule:
ALL ARTWORK TO BE SUPPLIED AS PDF!**