

PETERKIN

PREMIUM PAPER & PRINTERY

EST. 1996

ARTWORK GUIDELINES



DIGITAL
PRINTING



WHITE INK
PRINTING



LETTERPRESS



HOT FOIL
STAMPING



ENVELOPE
PRINTING



INDIE
HANDMADE
PRINTING

SETTING UP YOUR ARTWORK

ARTWORK FORMAT

- Please supply all artwork 1 up to size in a print ready PDF
- Please make sure all text is converted to curves/outlines. This will insure there'll be no changes to the fonts once printed.

SAFE AREA

All important text and graphics must be in at least 5mm from the edge. This is to allow for movement when printing, and running the risk of being cut off when trimmed. This is called a 'safe area'.



CROP MARKS AND BLEED

- Ensure all crop marks and bleed are shown.
- Allow 3mm of bleed where required. This is to ensure that your edges are clean and smooth.

IMAGE QUALITY

The quality of your images is a very important factor to consider. If you're using a grainy, old photo in your artwork, certainly your photo will print grainy and old looking too.

Our digital presses are only capable of reproducing the quality you provide.

- Ensure all images are saved as CMYK, not RGB.
- Please ensure your images are 300dpi and are converted to CMYK.
- Save your photos as TIFF and your vectors as EPS files to ensure the best quality. If it looks pixelated on your screen, then it will print pixelated too.
- Images must not be blown up past 100%, otherwise pixelation will occur.

BORDERS

Due to the movement that occurs during digital printing, printed borders are not really recommended. If your borders are very close to the edge it will look uneven as your eyes can easily reference any small shift and thus making it look uneven.

However, if you do require a solid border to be printed, please make the border no less than 10mm in width and extend by 3mm on each edge to include bleed.

If your artwork involves a line work border, the further from the edge of the sheet the better (10mm would be perfect).

We do not recommend a border for a 2 sided print job at all.

COLOURS & COLOUR MATCHING

Ensure you convert all RGB colours to CMYK. This is vital for your job to produce desirable results.

- Please allow for a difference in colour between what is shown on your screen and what is printed. When printing in CMYK (Cyan, Magenta, Yellow, Black), various factors will affect the colour.
- You cannot determine how the colour will print by what you see on your screen, every screen is different and every printer prints each colour differently.
- We colour calibrate our digital presses daily to minimise colour variation. However, consistency is not guaranteed, this is simply the nature of printing in CMYK. There is potentially a 5% variance in colour from the first proof to the final product.
- Never underestimate the difference a stock can make to your colours. When choosing a colour please take into account what stock it will be printed on. One colour will appear differently when printed on different stocks.

VARIABLE DATA

Variable data is the elements within your artwork such as text (usually guest names for invites and addresses for envelopes) that may be changed from one printed piece to the next.

We don't charge any extra for printing that contains variable data, you just need to ensure your artwork is setup correctly. If you have multiple guest names, set them up as one per page (i.e. if you have 50 guest names, your PDF artwork should be 50 pages long).

TRIMMING

We take the utmost care in delivering our range of products in a superior and professional way. However, please be aware that variation can occur and we recommend you allow a guillotining tolerance of + or - 1mm when designing your invitations or stationery. This is industry standard.

- Please ensure all measurements are given in millimetres.
- We cannot work in half millimetres.

STOCK OPTIONS

We offer printing on stocks below as a general rule. Please be aware that colours will change when printing on coloured stocks.

For other stocks and weights, please contact us.

STOCK	COLOUR	WEIGHT
Boston	Classic White	350gsm
Botany	Naturaliste	230gsm
Buffalo Board	Natural Brown	283gsm
Crane Lettra	Fluoro White, Pearl White	300gsm
Colorplan	White Frost, Pristine White, Bright White	350gsm
Glamour Puss	Diamond White	250gsm
Marshmallow	Crisp White	261gsm
Milkshake	Snowball	308gsm
Shiro	Bianco White	250gsm
Via Felt	Bright White,	270gsm
Via Vellum	Bright White, Warm White	270gsm

SETTING UP YOUR ARTWORK

ARTWORK FORMAT

- Please supply all artwork in a print ready PDF, 1 up.
- All artwork needs to be setup in greyscale. Any text or graphic that is black will print in white, and grays will print lighter white using a dot pattern halftoning.
- Please make sure all text is converted to curves/outlines. This will insure there'll be no changes to the fonts once printed.

SAFE AREA

All important text and graphics must be in at least 5mm from the edge. This is to allow for movement when printing, and running the risk of being cut off when trimmed. This is called a 'safe area'.



CROP MARKS AND BLEED

- Ensure all crop marks and bleed are shown.
- Allow 3mm of bleed where required. This is to ensure that your edges are clean and smooth.

IMAGE QUALITY

The quality of your images is a very important factor to consider. If you're using a grainy, old photo in your artwork, certainly your photo will print grainy and old looking too.

Our digital presses are only capable of reproducing the quality you provide.

- Ensure all images are saved as CMYK, not RGB.
- Please ensure your images are 300dpi and are converted to CMYK.
- Save your photos as TIFF and your vectors as EPS files to ensure the best quality. If it looks pixelated on your screen, then it will print pixelated too.
- Images must not be blown up past 100%, otherwise pixelation will occur.

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However, if you do require a solid border to be printed, please make the border no less than 10mm in width and extend by 3mm on each edge to include bleed.

If your artwork involves a line work border, the further from the edge of the sheet the better (10mm would be perfect).

We do not recommend a border for a 2 sided print job at all.

VARIABLE DATA

Variable data is the elements within your artwork such as text (usually guest names for invites and addresses for envelopes) that may be changed from one printed piece to the next.

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TRIMMING

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- Please ensure all measurements are given in millimetres.
- We cannot work in half millimetres.

STOCK OPTIONS

We offer printing on stocks below as a general rule. If a stock is listed here, but not on the website, we are most likely out of stock.

For other stocks and weights, please contact us.

STOCK	COLOUR	WEIGHT
Bloom	Ebony, Fresh, Light Royal, Teal	270gsm
Botany	Naturaliste	230gsm
Buffalo Board	Natural Brown	283gsm
Curious Metallic	Galvanised, Gold Leaf, Ionised	250gsm
Eco Grande	Navy, Mist Grey, Marsala, Mulberry, Rouge	308gsm
Glamour Puss	Blue Moon, Blue Steel, Cocktail Hour, Hot Hot, Princess Silver, Sassy, Sparkling Belle, Sky	250 - 285gsm

SETTING UP YOUR ARTWORK

All artwork should be supplied in **PDF FORMAT, ONE UP**. Please make sure you have outlined your type, included crop marks and that your file/s are set in solid 100% black (K) in CMYK or uncoated Pantone colours.

If we are only printing **1 PMS COLOUR**, we just need one PDF of the artwork set up in solid 100% black (K) in CMYK.

With letterpress, each colour requires a new set of plates and a separate print run, so if we are printing in **2 PMS COLOURS**, we need a PDF for each colour set up in it's assigned Pantone uncoated solid spot colour.

If we are **LETTERPRESS AND DIGITALLY PRINTING** your artwork we'll need 3 files:

1. The artwork to be digitally printed only (CMYK).
2. With just the artwork to be letter pressed, set up in solid 100% black (K) in CMYK.
3. With how your artwork should look once printed and letter pressed.

Letterpress shines when printing colours at 100%, we don't recommend using tints or shades. If you'd like to incorporate a lighter shade/colour, use a second PMS lighter ink colour instead of a screen.

Letterpress printing doesn't reproduce large block areas of colour well. Large solids tend to look mottled, textured or patchy when printed. Ink coverage should be less than half of the total printable area.

Please contact us at theprintery@peterkin.com.au if you're unsure about the suitability of your artwork. We're happy to advise.

LIGHT INKS ON DARK STOCKS

With letterpress, we prefer to print dark ink on light paper as this gives the best results. We do not advise to printing white ink on a black or dark coloured stock as the dark colour stock will show through the white due to the inks being translucent.

Light ink on dark paper is really best suited to our hot foil stamping or digital white ink printing.

BLIND IMPRESSION/DEBOSSING

As well as printing solid colours, we can also blind deboss, or print without ink. Please note that blind deboss is considered an ink colour for pricing purposes.

When considering designing for blind debossing, keep in mind that the lack of ink means that there is less contrast – therefore a deeper impression is required in order to see the illustration or read the text.

Blind deboss works best on our 600gsm Crane Lettra, as it allows for a deeper impression.

FONTS & TYPESETTING

For best results we recommend a font size no smaller than 8pt, for most fonts. We say most fonts, because there is always an exception to the rule. If you are using a font with very thin or has intricate lines you might want to add a stroke or consider another font.

ALL FONTS MUST BE OUTLINED.

This can be done in InDesign and Illustrator by the "Create Outlines" command, found under the Type menu.

It's a good idea to add extra letter-spacing or tracking on serif or sans serif fonts, especially capitals or small capitals (5-10%) to allow for the impression made into the paper.

SAFE AREA

All important text and graphics must be in at least 5mm from the edge. This is to allow for movement when printing, and running the risk of being cut off when trimmed. This is called a 'safe area'.

LINE WORK

All line weights (including fonts) should be 0.5 point or thicker. If you're not sure how to check, draw a 0.5 point line and compare it to any lines you're unsure of.

IMAGES

With raster images, do not use grayscale colour mode. Use a 1200 dpi bitmap and 50% threshold or convert the image to a vector.

BORDERS

Due to the movement that occurs during printing, printed borders are not really recommended. If your borders are very close to the edge it will look uneven as your eyes can easily reference any small shift and thus making it look uneven.

However, if you do require a solid border to be printed please make the border no less than 10mm in width and extend by 3mm on each edge to include bleed.

If your artwork involves a line work border, the further from the edge of the sheet the better (10mm would be perfect).

DOUBLE SIDED PRINTING

Double sided printing is problematic for letterpress printing and we don't really recommend it, unless you are considering our 600gsm stocks. This is because of the impression, as any pressure applied to one side of the sheet will effect the other side.

VARIABLE DATA

As we print from plates we are unable to letterpress artwork with variable data. If it's an absolute necessity, look at designing combining digital printing for the variable elements along with your letterpress printing.

TRIMMING

We take the utmost care in delivering our range of products in a superior and professional way. However, please be aware that variation can occur and we recommend you allow a guillotining tolerance of + or - 1mm when designing your invitations or stationery.

STOCK OPTIONS

We offer letterpress on the stocks listed below as a general rule. For other stocks and weights, please contact us.

DIGITAL PRINTING + LETTERPRESS		
Advocate Smooth	Xtreme White	330gsm
Boston	Classic White	350gsm
Buffalo Board	Natural Brown	283gsm
ColorPlan	Bright White, Pristine White, White Frost	350gsm
Crane Lettra	Fluoro White, Pearl White	300gsm
LETTERPRESS ONLY OR LETTERPRESS + FOIL		
Buffalo Board	Natural Brown	386gsm
Crane Lettra	Fluoro White, Pearl White	600gsm

SETTING UP YOUR ARTWORK

All artwork should be supplied in PDF format, one up.

For **FOIL ONLY** we just need one PDF of the artwork set up in CMYK 100% black.

If we are **FOILING AND DIGITALLY PRINTING** your artwork we will need three files:

1. With the artwork to be digitally printing only.
2. With just the artwork to be foiled.
3. With how your artwork should look once printed and foiled.

If we are **FOILING AND LETTERPRESS PRINTING** your artwork we will need three files:

1. With the artwork to be foiled all by itself.
2. With just the artwork to be letterpressed.
3. With how your artwork should look once printed and foiled.

Artwork for plates must be created in vector, not image based (raster/ bitmap). This means that artwork needs to be created in Illustrator or InDesign or another program that creates vector based output files.

They must also be created in 100% colour values (preferably 100% black). You can't make a gradient in a foil. You can't do shading. Again, the reason for this is that the magnesium plate output has only black and white. So grays are output as a dot pattern. This doesn't make for a usable plate. For this reason, artwork needs to be created in a CMYK colour space where black is 100% black, not 0 values of R, G and B.

If you are thinking about combining foiling with digital printing, remember that the registration for digital is never the same from print to print. What this means is, do not design the digital artwork to meet foiled elements at exact points as there can be a shift of up to 3mm in any direction.

SAFE AREA

All important text and graphics must be in at least 5mm from the edge. This is to allow for movement when printing, and running the risk of being cut off when trimmed. This is called a 'safe area'.

FONTS & TYPESETTING

The smallest font size we can foil is 8pt for most fonts. We say most fonts, because there is always an exception to the rule. If you are using a font with very thin or has intricate lines you might want to add a stroke or consider another font.

It's always a good idea to set type loosely and with more leading (line spacing) than you might ordinarily consider.

VARIABLE DATA

As we print from magnesium blocks we're unable to foil artwork with variable data.

If it's an absolute necessity, look at designing combining digital printing for the variable elements along with your foiling.

LINE WORK

All line weights (including fonts) should be 0.5 point or thicker. If you're not sure how to check, draw a 0.5 point line and compare it to any line work you are unsure of.

IMAGES

For artwork with raster images, do not use grayscale colour mode. Use a 1200 dpi bitmap and 50% threshold or convert the image to a vector.

If you are including digital printing:

- Ensure all images are saved as CMYK, not RGB.
- Please ensure your images are 300dpi and are converted to CMYK.
- Save your photos as TIFF and your vectors as EPS files to ensure the best quality. If it looks pixelated on your screen then it will print pixelated too.

BORDERS

Due to the movement that occurs during printing, printed borders are not really recommended. If your borders are very close to the edge it will look uneven as your eyes can easily reference any small shift and thus making it look uneven.

However, if you do require a solid border to be printed, please make the border no less than 10mm in width and extend by 3mm on each edge to include bleed.

If your artwork involves a line work border, the further from the edge of the sheet the better (10mm would be perfect).

TRIMMING

We take the utmost care in delivering our range of products in a superior and professional way. However, please be aware that variation can occur and we recommend you allow a guillotining tolerance of + or - 1mm when designing your invitations or stationery.

FOIL COLOURS

To best view the wide range of foil colours we have available, order our Luxe Printing Pack on our website at

www.peterkin.com.au/Luxe_Printing_Services_Sample

STOCK OPTIONS

We offer foiling on stocks below as a general rule. For other stocks and weights, please contact us.

DIGITAL PRINTING + FOILING		
Advocate Smooth	Xtreme White	330gsm
Boston	Classic White	350gsm
Buffalo Board	Natural Brown	283gsm
ColorPlan	Bright White, Pristine White, White Frost	350gsm
Crane Lettra	Fluoro White, Pearl White	300gsm
FOILING ONLY OR FOIL + LETTERPRESS		
Buffalo Board	Natural Brown	386gsm
Crane Lettra	Fluoro White, Pearl White	600gsm
Eco Grande	Marsala, Mulberry, Rouge, Mist Grey	308gsm

SETTING UP YOUR ARTWORK



ARTWORK FORMAT

- Please supply all artwork at your desired envelope size in a print ready PDF
- All important text and graphics must be in **AT LEAST 10MM FROM THE EDGE OF THE ENVELOPES.**
- If you have multiple names and addresses (variable data), set them up as one per page. i.e. if you have 50 names and addresses, your PDF should be 50 pages long.
- Please make sure all text is converted to curves/outlines, this will insure that there will be no changes to the fonts .
- For white printing please supply all artwork in greyscale. Any text or graphic that is black will print in white, and grays will print lighter white using a dot pattern halftoning.

BACK FLAP PRINTING

Think about the edges of the flaps. We still need to print 10mm away from the edges. Otherwise you can have anything you like.

IMAGE QUALITY

The quality of your images is a very important factor to consider. If you're using a grainy, old photo in your artwork, certainly your photo will print grainy and old looking too.

Our digital presses are only capable of reproducing the quality you provide.

- Ensure all images are saved as CMYK, not RGB.
- Please ensure your images are 300dpi and are converted to CMYK.
- Save your photos as TIFF and your vectors as EPS files to ensure the best quality. If it looks pixelated on your screen, then it will print pixelated too.
- Images must not be blown up past 100%, otherwise pixelation will occur.

ENVELOPE PRINTING TEMPLATES

If you are after a printing template, we have them available on our website for [all our envelopes](#).

VARIABLE DATA

Variable data is the elements within your artwork such as text (usually guest names for invites and addresses for envelopes) that may be changed from one printed piece to the next.

We don't charge any extra for printing that contains variable data, you just need to ensure your artwork is setup correctly. If you have multiple guest names, set them up as one per page (i.e. if you have 50 guest names, your PDF artwork should be 50 pages long).

ENVELOPE SIZES

NAME	SIZE	FLAP STYLE
Reply	80x130mm	iflap
11B	90x145mm	Wallet Flap
C6	114x162mm	iflap & Wallet Flap
Invitation	130x190mm	iflap
DL	110x220mm	iflap & Wallet Flap
C5	162x229mm	Wallet Flap
Square	105x105mm	iflap
Square	130x130mm	iflap & Wallet Flap
Square	150x150mm	iflap & Wallet Flap

To view stock and colour availability please visit www.peterkin.com.au

SETTING UP YOUR ARTWORK

The handmade nature of Indie Handmade means there are inconsistencies in each and every sheet. There can be extra thick areas and extra thin areas too. If you hold a sheet up to the sunlight, you can easily see.

Due to the natural deckle edges, the sheets can be slightly different in sizes. While these inconsistencies make up the reasons why we love Indie, they're also the reason for inconsistencies in the printing processes.

You may see variations in the print across a run for all print processes we offer.

ARTWORK FORMAT

- Please supply all artwork as a print ready PDF
- Please make sure all text is converted to curves/outlines, this will insure that there will be no changes to the fonts
- Ensure you convert all colours to **CMYK**. This is vital for your job to produce desirable results.
- All text and graphics must be in **AT LEAST 10MM FROM THE EDGE** of the sheet.



BORDERS

WE DO NOT RECOMMEND PRINTING ANY KIND OR BORDERS ON THE INDIE HANDMADE STOCKS. Due to the handmade nature of the stock, not every sheet is the same size so borders will always look uneven.

DIGITAL & WHITE INK PRINTING

When designing for printing on Indie Handmade stock we suggest you steer clear of large areas of flat colour, especially in light or pastel colours, as it is almost impossible to achieve a nice flat, uniform colour due to the highly textured nature of the stock.

Please also consider that prints may be slightly skewed due to feeding the uneven deckle edges. Although we allow for and do not supply the obvious sheets that are terribly skewed, we suggest you design with this in mind.

FOILING

With foiling, although the pressure applied to the foil and plate is the same with each impression, the different thicknesses of paper can mean slight filling in on small areas of type where the stock is thicker and very light impression or very light (and even sometimes missing) foil areas for the thin areas.

Therefore when designing for foiling we recommend:

- a font size no smaller than 8pt
- adding extra letter-spacing or tracking on serif or sans serif fonts, especially capitals or small capitals (5-10%)
- all line weights (including fonts) should be 0.5 point or thicker. Not sure how to check, draw 0.5 point line and compare it to any lines work you are unsure of.
- if you are mixing typefaces or text and images, try to keep the line weights similar. Large bold or heavy fonts mixed with very small or thin type doesn't give very good results on an uneven surface.

Once again, due to the feed there may also be some skewed print. As we print from plates we are unable to letterpress artwork with variable data.

LETTERPRESS

As with foiling, although the pressure applied to the plate is the same with each impression, the different thicknesses of paper can mean slight filling in on small areas of type where the stock is thicker and very light impression or very light (and even sometimes missing) foil areas for the thin areas.

Therefore when designing we recommend:

- a font size no smaller than 8pt
- adding extra letter-spacing or tracking on serif or sans serif fonts, especially capitals or small capitals (5-10%)
- all line weights (including fonts) should be 0.5 point or thicker. Not sure how to check, draw 0.5 point line and compare it to any lines work you are unsure of.
- printing dark ink on light paper as that's what gets the best results. We do not advise to printing white ink on a black or dark coloured stock. Light ink on dark paper is really best suited to our hot foil stamping or digital white ink printing.

Once again, due to the feed there may also be some skewed print. As we print from plates we are unable to letterpress artwork with variable data.

STOCK OPTIONS

Please check the website for stock availability.

COLOUR	SIZES		WEIGHT
Dover	65 x 90mm	105 x 148mm	300gsm
	120 x 180 mm	140 x 140 mm	
	100 x 210 mm	A5 - 148 x 210 mm	
Lily White	65 x 90mm	105 x 148mm	300gsm
	120 x 180 mm	140 x 140 mm	
	100 x 210 mm	A5 - 148 x 210 mm	
	A4 - 210 x 297 mm	A3 - 297 x 420 mm	
Kohl	65 x 90mm	105 x 148mm	300gsm
	120 x 180 mm	140 x 140 mm	
	100 x 210 mm	A5 - 148 x 210 mm	