

## ARTWORK GUIDELINES COLOUR PRINTING

### SETTING UP YOUR ARTWORK

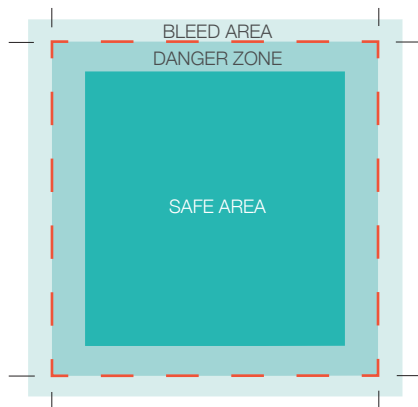
#### ARTWORK FORMAT

- 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 that there will be no changes to the fonts .

#### 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'.

- 3mm Bleed Area
- Trim Line
- Danger Zone
- 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 are using a grainy, old photo in your artwork, the chances are that your photo will print grainy and old looking too.

Our digital press is 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 more than 100%, otherwise pixelation will occur.

#### BORDERS

Due to the movement that occurs during digital printing, printed borders are not recommended.

However if you do require a border to be printed for a 1 sided print job, please make the border no less than 10mm in width and extend by 3mm on each edge to include bleed.

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 one colour differently.
- We colour calibrate our digital press daily to minimize 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.

### 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 to 2mm when designing your invitations or stationery. This is an industry standard and is unfortunately unavoidable.

- 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
Botany	Naturaliste	230gsm
Crane Lettra	Fluoro White, Pearl White	300gsm
Glamour Puss	Milk Bath Diamond White	265gsm 250gsm
Marshmallow	Crisp White	261gsm
Shiro	Bianco White	250gsm
Versa Felt	Brilliant White	270gsm*

\* ONLY AVAILABLE FOR SINGLE SIDED PRINTING