

## Tips! Artwork + Ordering

# Help Us to Help You!

If you've worked with us before, then you'll know that we will always do our best to get your order out on time (even earlier sometimes).

However, there are some very common issues that come up time and time again, which drive us insane. (Honesty **IS** the best policy!)

We thought we'd create a checklist to ensure there are no delays due to artwork amendments (when we have to ask you to change things so your artwork will print correctly). **If your artwork doesn't follow our guidelines, we'll try to come back to you, but it will delay your order.**

Don't forget, you can always ask us to check artwork before you order and if you're not sure order a digital sample/s to ensure you're happy with the end result.

We're trying to help you to help us to help you... (this is getting silly now).

Here we go with our Top Tips..... in no particular order:

- **FORMAT.** Please supply your artwork as CMYK PDF files. We can't print RGB, #Hex colours or Spot Pantones. Outline/embed your fonts to guarantee they're going to print correctly as well.
- **THE RIGHT SIZE.** Make sure that you order the right size to match your artwork file. If it's a non-standard size (eg. 110x165mm), order the next largest size up (eg. 120x180mm) and write in the comments that you want it cut to the smaller size you need.
- **BLEED.** If your artwork requires bleed, add the right amount – minimum 3mm on all sides please. (If you're not sure what bleed is, checkout our artwork guidelines).
- **SAFE ZONE.** If your artwork doesn't have bleed please ensure text and graphics aren't too close to the edge – 5mm is the minimum. If you want graphics to the edge please have your artwork extending into the bleed.
- **BORDERS.** If your client insists on a border (try to persuade them not to) then it must be at least 10mm from the edge. Not 9mm. Not 8mm. 10mm. **WE WILL NEVER PRINT A BORDER BOTH SIDES ON DOUBLE SIDED JOBS**
- **SOLID COLOURS.** We **don't** recommend printing solid artwork on anything but smooth stocks. If you're not sure then please submit artwork for approval BEFORE you place the order, otherwise your order will be delayed.
- **INK COLOUR.** The stock colour will influence the end result of your artwork. So blue text on a pink stock might look more mauve than blue! Don't forget we can't print light colours on dark stocks. Very thin, small or pale text may not be legible especially on textured stocks. This is especially important on business cards and envelope addresses.. you want them to be legible!

- **WHITE INK.** For white ink artwork, it must be supplied as **100% black CMYK only** (C 0, M 0, Y 0, K 100). All artwork must be vector (not a bitmapped/raster image). If this isn't followed, it may impact the quality of the white ink.
- **FANCY STUFF.** For Letterpress, Foiling and Embossing remember to create artwork in 100% black CMYK C 0, M 0, Y 0, K 100. Follow our artwork guidelines (available on our website or ask us) for the minimum thickness of your artwork (including fonts) it's different for each process. If your text is too thin or small it won't work! We can only use uncoated Pantone colours, so make sure you check the colour you choose is PMS U Solid Uncoated.
- **DIE CUTTING.** If you want printed diecuts remember to order the printing you need as well as the diecutting. Both items must be in your cart.
- **TEMPLATES.** Remove the red dashed template on die cuts, and the entire template on envelopes, otherwise they will print!
- If you've made an error with your artwork, don't just email as we may not see that for several hours by which time it might be too late – ALWAYS PICK UP THE PHONE TO CUSTOMER SERVICE AND LET US KNOW!

**PRIORITY IS NOT AIR SHIPPING - AIR SHIPPING IS NOT PRIORITY -  
THEY ARE TWO SEPARATE THINGS!**

- **URGENT ORDERS.** If you're needing your order urgently, choose PRIORITY processing at the checkout. Don't wait until your order's already been placed. We can't guarantee if you email us later that you'll get in the priority queue.
- **PRINTERY EXTRAS.** If you're wanting extra printery services like die cutting or duplexing, these add extra days to the production EVEN with priority. Educate yourself with the production times and decide from the start if you need priority or not.
- **QUICK DELIVERY.** Choose Air shipping if you need it urgently. (Don't choose free road simply because it's free, if you can't wait the 1-2 weeks it takes to get to you!) At the checkout, the shipping options have the estimated time taken.

AND FINALLY.....

- If the stock you want is not in the drop down it's probably because it's out of stock (or you may be looking at colour printing when you actually want white ink printing?) Call us and we'll help you choose an alternative or just pick something else. Don't put in the comments "PLEASE PRINT ON GMUND IVORY 350gsm".



**PETERKIN**

PREMIUM PAPER & PRINTERY