

## Print Requirements

**File Formats:** See table below for more detail.

**Bleed:** Minimum 3mm. (See section overleaf for more detail)

**Resolution:** Photos should be at least 300 dpi for best results. All line art or bitmap images should be 600 dpi or higher. Photos and logos taken from the internet are not acceptable for commercial print as they are typically 72 dpi. Please remember that images should be 300 dpi at actual size and not upscaled when placed into your design. (See section overleaf for more detail)

**Colours:** Ensure all documents use CMYK colour modes, NOT RGB. Ensure all placed images are CMYK as well, setting your native file to CMYK colour mode does not override the placed images colour modes. If using PMS spot colours, please specify clearly and remove all unused PMS swatches from documents. (See section overleaf for more detail)

**PDF's:** High Quality or Press Quality required. Before exporting your PDF, ensure that the colour space is set to CMYK and not RGB in the native programme that you used to create your design. Include trim marks. Include bleed (if necessary). Embed all fonts.

**Please note:** It is not possible for us to make any changes or corrections to PDF's

**Native Files:** Package your document together with all links (images, logos etc.) and fonts. Please supply a PDF or Hard Copy as well, for us to compare the document against.

**Die Lines:** Only required for special shapes, trim marks will suffice for most work. Specify as an appropriately named spot colour & place on a separate layer.

**Varnishes:** For spot varnishes please supply a native file e.g. InDesign and specify as an appropriately named spot colour and place on a separate layer. For overall coating please inform Sales Rep when requesting quote. No special artwork instructions required.






**Trapping:** Please do not set any trapping or overprinting values in your document.

**Margins:** Please remember to take into account how your product will be bound, stitched, folded, trimmed or punched etc. Remember to leave enough room for the finishing of your product and not to place any critical elements (like text) too close to page edges or across folds etc.

File formats we accept	File formats we don't accept
Adobe InDesign	Microsoft PowerPoint
Adobe Acrobat PDF (High Quality or Press Quality only)	Microsoft Excel
Adobe Illustrator	Microsoft Publisher
Adobe Photoshop	Microsoft Word (can be used for text only. No photos, drawings, charts etc.)

**Please note:** Whilst it is possible to export your document into a PDF format from the above unacceptable programmes, they are set to default to RGB and this will cause problems later in the process. Please see section on CMYK and RGB overleaf for more detail.

## Top 5 no no's when supplying files

-  Using images and logos taken from web pages.
-  Supplying RGB files.
-  No bleed.
-  Supplying low res screen PDF's.
-  Supplying Microsoft Word documents for complex design work.

## What is “CMYK”?

CMYK stands for “Cyan, Magenta, Yellow & Black (K)”. Printing presses use these 4 colours in different densities to reproduce images on paper. If you look closely at any printed material, you will see a mass of tiny dots printed in these colours.

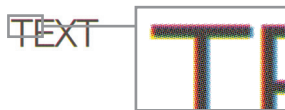


## What is “RGB”?

RGB stands for “Red, Green, Blue” scanners, digital cameras and computer screens create images using just these three colours. And most these devices and computer programs are set to automatically use RGB as their default.

### So, what’s the problem?

At some point in the process, your RGB files must be converted to CMYK to print them on a press. This becomes an issue as RGB can display a wider range of colours than what can be produced with CMYK. When we have to convert your files, we usually do a standard value conversion. The conversion gets as close as possible to the colours you selected, but are not exact.



A common problem often associated with RGB files, is that when we convert from RGB to CMYK, Black text will be created out of all CMYK colours instead of just Black - Resulting in fuzzy text.



RGB



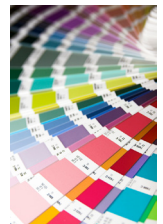
STANDARD CMYK CONVERSION

### What’s the solution?

Many graphics software programs give you the choice to work in either RGB or CMYK. These are called “colour modes” It’s best if you do the RGB-to-CMYK conversion of your images so you can see how they will look. Then you can tweak them to get their appearance right before sending them to us.

## What is a Spot Colour or PMS?

The Pantone Matching System (PMS) is a formula for the selection and reproduction of accurate individual colour. Accepted worldwide, the Pantone system is also commonly known as spot colour and is used as both a colour choice within computer software and as an ink for printing purposes. These spot colours are often used to accurately match key corporate colours, as the formula for each named colour can be duplicated by any printer.



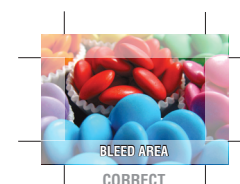
## What is Bleed?

“Bleed” is a printing term that describes the extra amount of an image that extends past your final trimmed size. This image overhang allows for any printing & trimming movement to prevent unwanted white borders around the edges of your design. If you have images or backgrounds that you want to print right to the edge of your paper, then you must supply us with a minimum of 3mm bleed.



**INCORRECT**  
The image does NOT extend past the trimming marks

**CORRECT**  
The image DOES extend past the trimming marks and will not leave a white border when trimmed



CORRECT

## What is Resolution?

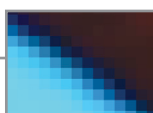
When you view a photograph on your computer monitor you’re actually looking at a grid of tiny pixels. Similarly, when a photograph is reproduced in print, it is made up of thousands of small dots of ink. Resolution refers to the number of these dots (or pixels) which are squeezed into a given area. The more dots you can fit into a image the sharper it will appear. The resolution of an image is usually measured in dots per inch (dpi) and we require a minimum of 300dpi for your images to be reproduced at an acceptable quality.

**Please note:** The resolution of an image is determined at the time of its creation. You cannot increase the resolution of an existing image.

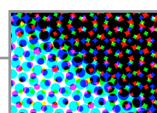
**Please note:** A printed image requires a much higher resolution than an on-screen image (4 times greater to be precise). Therefore, just because your image looks sharp and crisp when viewed on-screen, it doesn’t mean it will reproduce correctly when printed. *Images and logos taken from websites are not acceptable for print.*



HI RES IMAGE



SCREEN PIXEL VIEW



PRINT DOT VIEW



**PRINTED LOW RES IMAGE (72dpi).**  
This is the quality of most web based images.

Please contact us should you be unsure of any aspect of your print file preparation,  
Our friendly prepress staff will be happy to assist you through your preparation.