

We have put together some information to help explain the importance of good "Print ready artwork",

If design is not your bag, talk to us and we can create your artwork or guide you through.

Remember we provided a FREE Pre-press check on all artwork before we print.

What is a Print Ready PDF?

What is a PDF?

PDF stands for Portable Document Format. Supplying a print ready PDF not only eliminates all of the extra files you would have traditionally sent to a printing company, it will also speed your file through our pre-press department as we won't need to load everything into our system. By supplying a print ready PDF you create a simple workflow between you and us, enabling a hassle free transition from design through to print and delivery.

What is a Print Ready PDF?

A Print ready PDF must meet certain criteria for your file to print without problems. All print ready PDFs need to contain the following:

Your file is set up as four colour process CMYK, not RGB. If it's not in CMYK, don't worry; we'll happily convert it for you. However some of the colours may look different or washed out when printed.

Your document page size is exactly the same as the finished trim size.

Fonts are embedded or converted to outlines so no fonts are needed.

All scans and images are 300 dpi resolution and placed in your artwork at 100% of the final print size.

Images are embedded in the file.

Artwork files supplied have 3mm bleed.

Any trim, score or folds are clearly indicated outside the print area. .

Artwork is a minimum of 5mm from the trim leaving a 6mm safe or quiet area.

Black text is not created from CMYK, but is 100% black only.

White text or graphics are not set to overprint.

Multiple page PDFs are set up as single pages running from the front cover to the back cover. Any blank pages are included in the artwork supplied.

Multiple-page PDF

Multi-page PDFs must be saved as single pages, running from the front to back cover. PDFs saved as spreads or reader's pairs are not print ready. Any blank pages in your printed document must also be included in your PDF. If your booklet is to be stapled or saddle-stitched, remember that your total number of pages must be divisible by four. For example, if your PDF has 10 pages, you need to add two blank pages for it to be ready for print.

Why It is important to give us pages in their running order

Always supply the pages in their correct numerical order with your front cover being first and the back cover last. That way you can be sure that your document will be printed exactly in the order you intended.

The difference between pages and leaves

In printing terms, a page is a side of paper and a leaf is a sheet. When we refer to a page, we mean one printed page (1pp). A leaf of paper would be two printed pages, or 2pp.

Create a Print Ready PDF Online

Having trouble creating your print ready PDF from Windows products or images? There is a useful scaled down version of a popular convertor program that will convert a file under 10mb to PDF.

Please visit : www.docupub.com

Print Size Guide

A0 - 841mm x 1189mm

A1 - 594mm x 841mm

A2 - 420mm x 594mm

A3 - 297mm x 420mm

A4 - 210mm x 297mm

A5 - 148mm x 210mm

A6 - 105mm x 148mm

A7 - 74mm x 105mm

1/3 A4 - 99mm x 210mm

Business Cards

55mm x 85mm - (most popular size)

55mm x 90mm

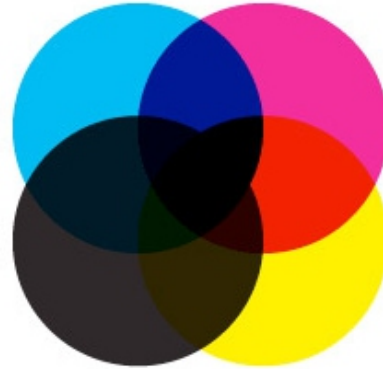
50mm x 90mm

55mm 175mm (folded)

Colours Explained



RGB
3 Colours
Red, Green & Blue



CYMK
3 Colours
Cyan, Magenta, Yellow & Black

So what's the difference?

RGB is used for viewing colours on a monitor or screen. For example, all the colours on this and any website are in RGB.

CMYK is used for viewing colours in print.

Our presses all use cyan, magenta, yellow and black inks to print your job from the digital artwork you supply. Before uploading your artwork, please make sure it is set up in CMYK. If it isn't, we'll convert it for you. However, this can mean your colours look different when printed than they did on your artwork.

Avoid rich black text

Rich black is created from a mix of CMYK inks. When printing, there will always be a slight shift or movement. This can be noticeable in rich black text, so make sure any text is 100% black only. That way there's no risk of registration errors.

Solid black areas of colour

For solid blacks, you may want a richer shade. Too much ink can harm the quality of your print, so if you want a rich black solid, use the values shown below:

30% Cyan,
30% Magenta,
30% Yellow,
100% Black.

This will make your blacks richer and keep the total ink coverage within recommended guidelines of our Indigo presses.

White text

Setting a colour to overprint means that it prints over another colour, so do not use this setting for white ink (or 0% in CMYK terms). If you leave this as overprint, it will simply disappear.

Images

All images used in print should be supplied at 300dpi. DPI stands for ink dots per inch. All images in your artwork should be at 300dpi and placed at 100% size. Lower resolution images or pics that need to be enlarged in artwork will appear blurry in print. For example, if an image will be 50mm x 50mm on your printed job, it should also be this size on your artwork at 300dpi.

A lower resolution image that looks fine on your computer screen will appear pixelated in print. (Pixelation is where the tiny squares or dots that make up an image, are visible when it's printed). And please remember; simply increasing the DPI of an image in Photoshop will not improve its quality.



72 DPI

Low resolution. Blurry for print.



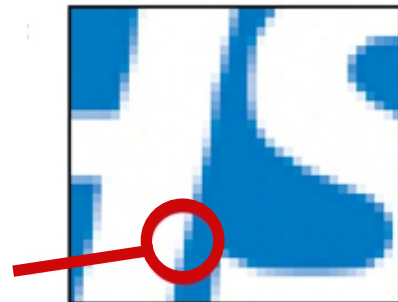
300 DPI

High resolution. Suitable for print.

Raster (bitmap) files:



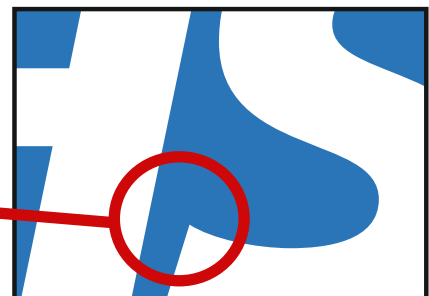
Raster (bitmap) files:
composed of pixels and depending on resolution, your limited to how big you can make it without losing resolution



Vector (line) Art :



No loss of resolution when re-sized



Vector (line) Art :
uses mathematical equations to define each component of an image. This allows the vector image to retain their high-quality at any size. When possible use vector graphics created in a desktop publishing program

Creating Production, Print Ready Artwork Checklist

- ✓ The file is supplied as four-colour process CMYK and not RGB colour space. If you are unfamiliar with this terminology don't worry, we will convert it for you, though some colours may look washed out.
- ✓ The document's page size is the finished trim size.
Fonts are embedded or converted to outlines so no fonts are needed.
- ✓ All scans resolution are 300 dpi at 100% of the final image size.
- ✓ Images are embedded in the file.
- ✓ Files are supplied with 3mm bleed.
- ✓ Any trim, score or fold marks are indicated and outside the live print area.
- ✓ Artwork is at least 5mm from the edge of the page; this is regarded as a safe or quiet area.
- ✓ Black text is 100% black and not a mix of CMYK.
- ✓ White text is not set to overprint.
- ✓ Any multiple-page PDF consists of single pages running from the front cover through to the back cover, including blank pages if needed.
- ✓ If folded, check artwork is setup correctly for these folds.

Borders and artwork

There will always be a small amount of movement when a job is printed or finished, so unless your artwork is bleeding off the page, keep it at least 5mm from the edge (otherwise known as the safe area). It's best to keep any borders away from the page edge as well, as they may look slightly uneven after trimming.

Using fonts at small sizes

For small format work of A3 and under, we recommend you use a minimum font size of 7pt. For larger format you should go no lower than 11pt. It's hard to keep small text in register and if you do need to print very small text, we recommend you use 100% black ink only.

Overprint

Always check your overprint settings before supplying your artwork. It's not always easy for us to spot overprinting errors, especially in larger, multi-page files. Overprint has to be correct on all print ready PDFs, so use the overprint preview facility in Acrobat to check your settings before you order.

Bleed

Supply your artwork with 3mm bleed added all round. Make sure to select the bleed when creating the print ready PDF.

Safe Zone

What is the safe zone or quiet area?

We have a 3mm safe zone, or quiet area, as marked on the picture below. This is the area inside of the trim edge in which no important information should be placed. Depending on the finishing processes selected, this area is considered a high risk area that may be needed when cutting books or binding.

Cut Lines

Before Cutting



Safe zone or quiet area

Bleed Explained

What is Bleed?

Bleed is the term used for ink that extends past the edge, or trim size - of the page. On any press, there will always be a small amount of movement when a job is printed. If your artwork is only the exact size of the page, you may see a fine white line at the very edge when the page is trimmed. To prevent this, you should always add 3mm bleed to your artwork; that is, make your artwork 3mm wider all round than the trim size of the page.

The Finished Item



How do I apply Bleed?

When creating your artwork in your chosen desktop publishing programme, any graphics or images that go to the very edge of the page (known as bleeding off) should be extended at least 3mm past where the page will be cut or trimmed. Then, when creating your print-ready pdf, make sure you set your bleed margin to 3mm.

Some programmes like Adobe Photoshop, Microsoft Word and PowerPoint don't have the facility to add bleed when creating your pdf. This means that when creating your artwork, you have to make your page or image size 6mm larger than the finished job. The 6mm (3mm all round) will then be treated as the bleed when the job is printed and trimmed off when the page is cut to size.