



Mainstream *Print*

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## ARTWORK GUIDE

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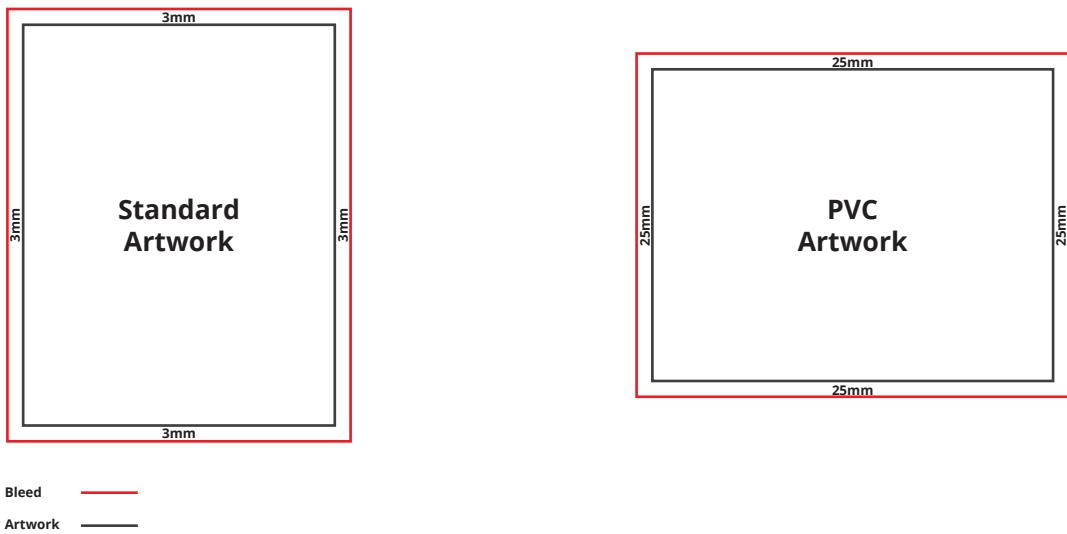
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# BLEED AND SAFE ZONE GUIDE

## HOW MUCH BLEED SHOULD I GIVE?

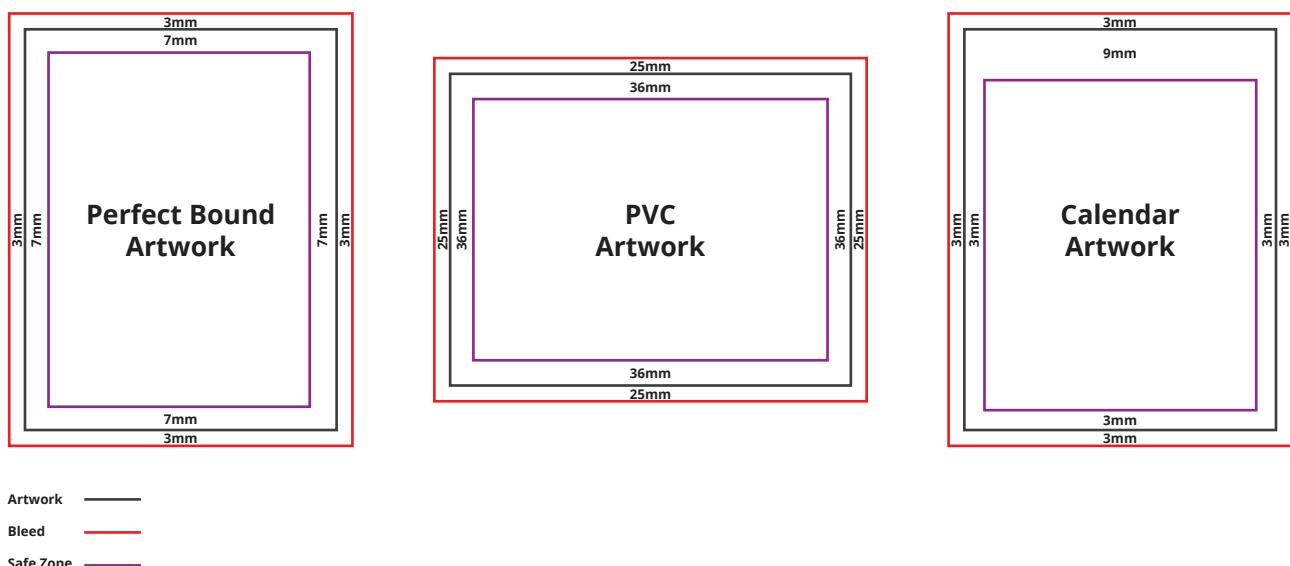
We stick to the industry standard of a 3mm bleed on each edge. The only products we produce that use a different bleed are our PVC Banners which need a 25mm bleed on each edge instead.



## HOW BIG SHOULD MY SAFE ZONE BE?

Again, for the vast majority of our products, we stick to the industry standard on safe zones which is 3mm in from the finished edge on each side. There are a couple of products which should include a larger safe zone and they are as follows:

- Perfect Bound Booklets require a 7mm safe zone on each edge
- PVC Banners require a 36mm safe zone on each edge
- Calendars require a 9mm safe zone along the binding edge but only 3mm on all other edges



# COLOUR GUIDE

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We don't check documents for colour set-up, and automatically convert all RGB documents into CMYK. This can cause some variations in colour, so we recommend that you set up your design software in CMYK where possible.

The RGB spectrum is much larger than CMYK. This makes it difficult to create a consistent quality of print within an RGB spectrum, as the variations can also differ between different printing presses (even if they are identical models). CMYK ensures a high standard of print quality, and no variation of colour during the print process.

## HOW DO I CREATE ARTWORK IN CMYK?

Most major design programmes will allow you to create a canvas in CMYK. Whichever programme you're using, you should be able to find and adjust the following settings:

- Colour Mode: CMYK (sometimes called Process Colours);
- Colour Profile: Forgra 39 (ISO 12647-2:2004);
- Export as PDF/x01a:2001.

Remember to check your proof before submitting for print and use a colour-calibrated computer monitor, if possible.

# FONT GUIDE

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Use the following methods to ensure that your fonts will not be substituted when sent over to another computer.

## HOW DO I CREATE ARTWORK IN CMYK?

If you have the font license for the font you have used in the design file, when converting into a PDF you will be asked if you would like to embed the fonts in the document. Selecting 'yes' packages the fonts with the document information files, so that when opened on another computer it will look exactly the same.

## SAVING AS AN IMAGE

You can save a file into a raster format, such as a JPEG, PNG, or TIFF, so that the font becomes part of the image. This means it won't look any different when opened on any other computer but it does mean it is much harder to edit at a later date. This method is ideal for final proofing or sending to print, as every computer will display the same image.

## OUTLINE YOUR TEXT

If you are using Adobe InDesign or Illustrator, you will have the ability to 'outline' your text. This will turn your text into a vector shape and ensures that it will not be converted into another font when you send the file from one computer to another.

# TRANSPARENCY GUIDE

If transparency on a PDF is not set up correctly for print, this can cause problems. For example, without transparency one object on a top layer will be printed without any transparency, blocking any object on lower layers in the document.

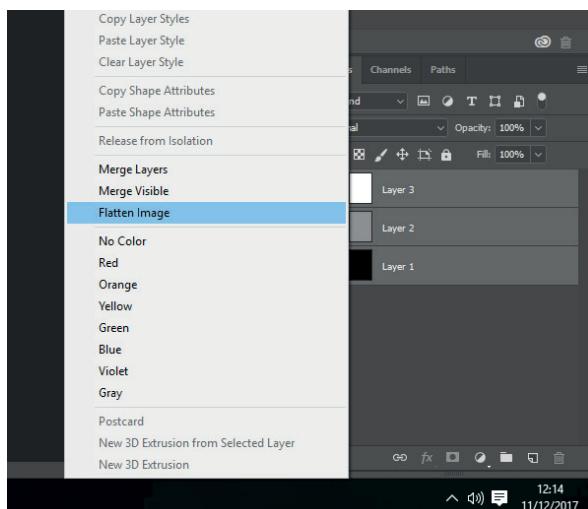
## HOW DO I AVOID TRANSPARENCY ISSUES?

The best way to avoid transparency problems is to 'flatten' layers within your PDF, so that a commercial printing press can read all layers correctly.

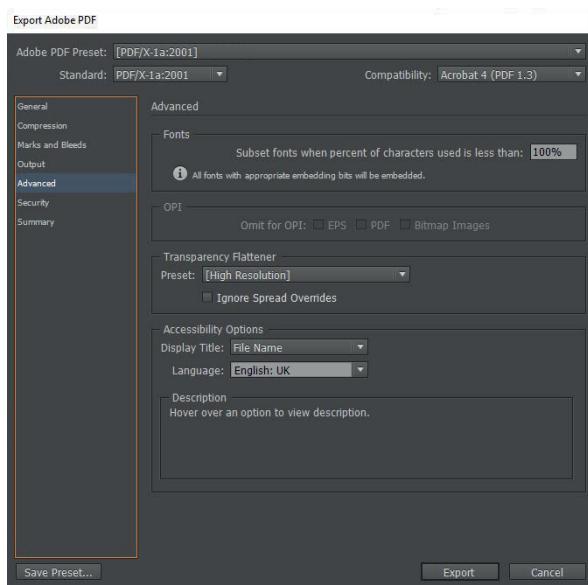
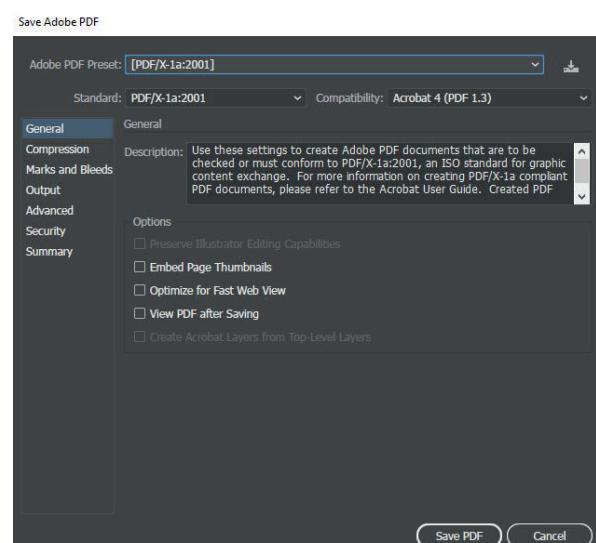
You can do this in three different ways:

- 1) Use flattening tools within the design software such as Adobe InDesign or Photoshop;
- 2) Save in a certified format – PDF/x1a:2001 – to ensure flattening;
- 3) Save the file into a raster format such as a JPEG or PNG.

In Photoshop select all layers then right click and select '*Flatten Image*' this will turn the artwork into one layer.



In Illustrator export artwork and make sure '*Preserve Illustrator Editing Capabilities*' is unchecked.



In InDesign make sure to export using the preset - PDF/x1a:2001 – this will ensure flattening.

# COMPRESSION GUIDE

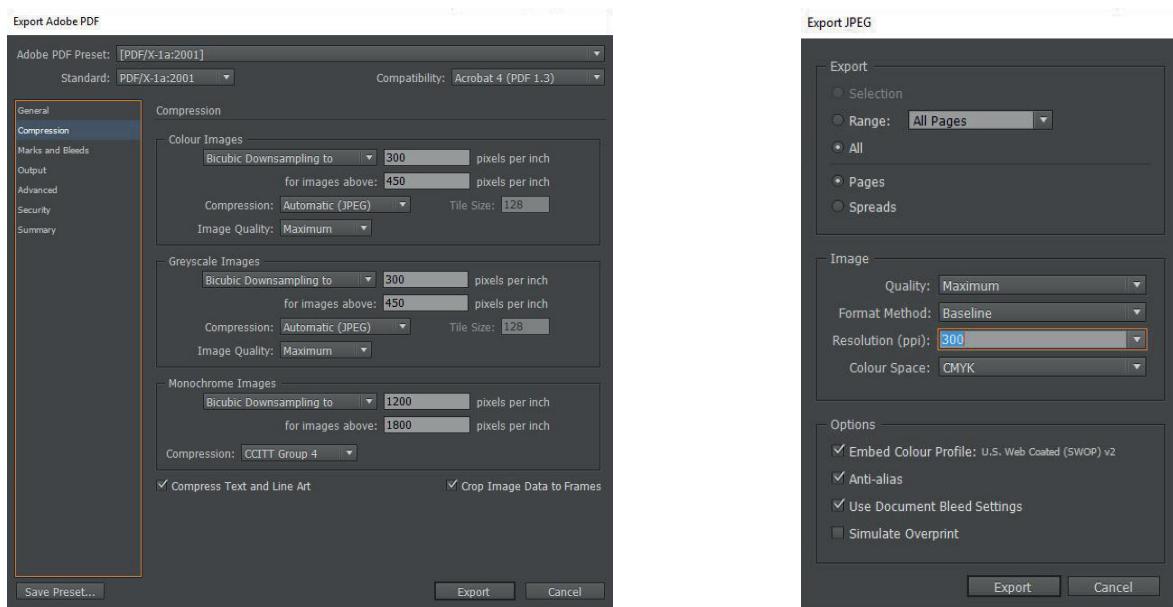
## WHAT FILE TYPES CAN I UPLOAD?

The best file types to send us are PDFs and JPEGs but we can also accept files from Adobe design programmes, including InDesign, Illustrator and Photoshop.

Unfortunately we cannot accept design files from non-Adobe programmes like Quark and Coral. This is because the system we use is unable to even open these files. We also cannot accept files from Microsoft Office programmes, such as PowerPoint, Word and Publisher as these are incompatible with our proofing tool.

In order to send us your artwork, your file needs to be smaller than 200mb. Follow these step-by-step guides to understand how compress your files using Adobe InDesign, Illustrator, or Photoshop.

## 1. INDESIGN



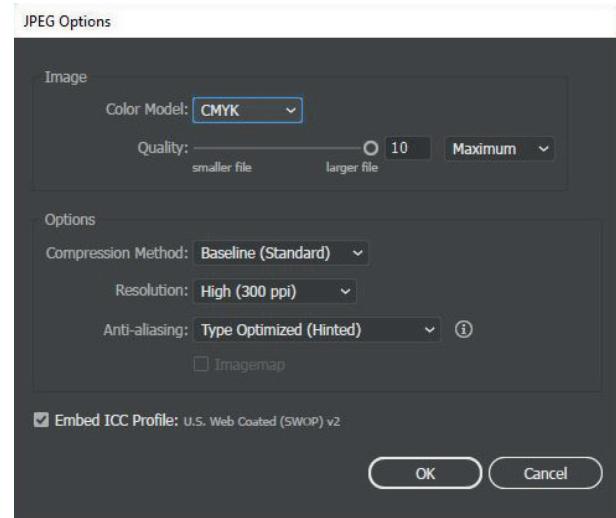
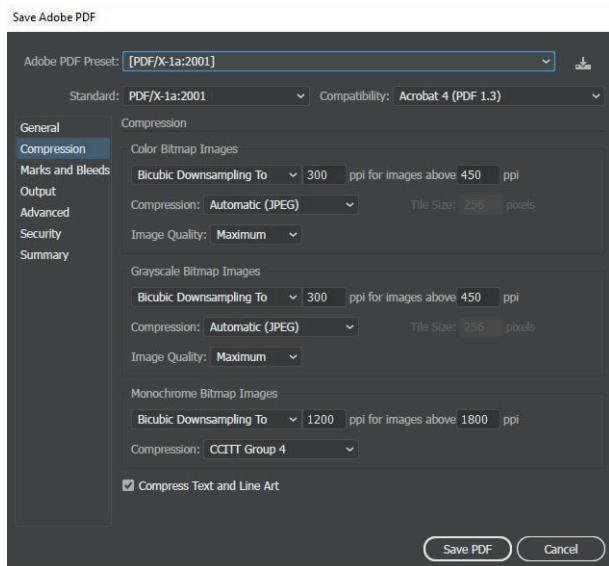
**A: PDF**

- Go to File > Export.
- Choose PDF as the 'Save As Type' option.
- In the pop-up, select 'Compression' and amend the settings to the **above**.

**B: JPEG**

- Go to File > Export.
- Choose JPEG as the 'Save As Type' option.
- In the pop-up, choose 'Compression' and amend the settings to the **above**.

## 2. ILLUSTRATOR



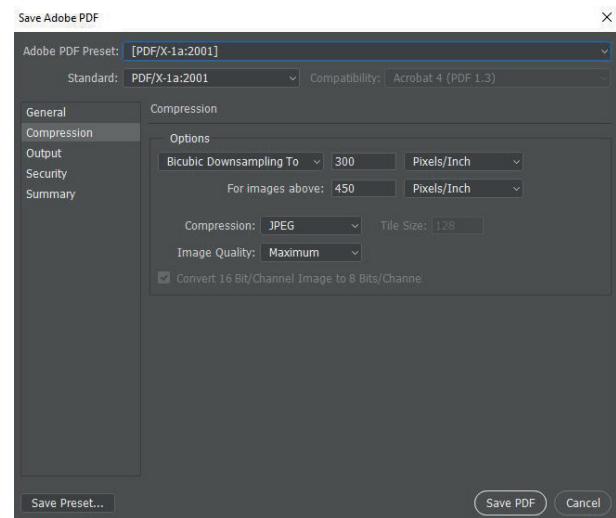
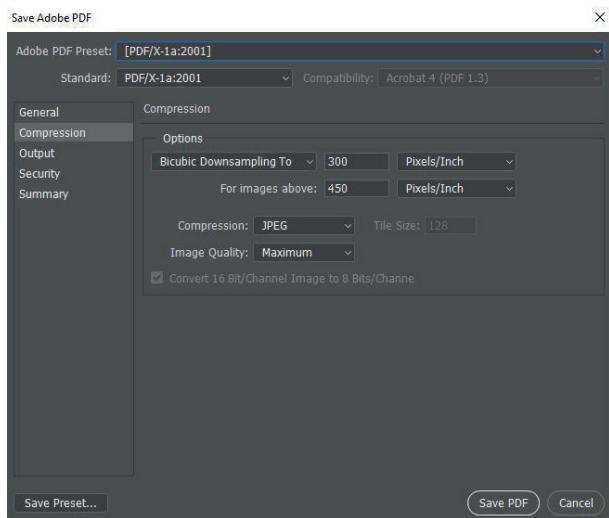
### A: PDF

- Go to File > Save As.
- Choose PDF as the 'Save As Type' option.
- In the pop-up, select 'Compression' and amend the settings to the **above**.

### B: JPEG

- Go to File > Export.
- Choose JPEG as the 'Save As Type' option.
- In the pop-up, choose 'Compression' and amend the settings to the **above**.

## 3. PHOTOSHOP



### A: PDF

- Go to File > Save As.
- Choose PDF as the 'Save As Type' option.
- In the pop-up, select 'Compression' and amend the settings to the **above**.

### B: JPEG

- Go to File > Save As.
- Choose JPEG as the 'Save As Type' option.
- In the pop-up amend the settings to the **above**.

If you don't have access to your original design file, you'll have a PDF version which may also need compressing. You can do this using Adobe InDesign by creating a new document and inserting the PDF. You then follow the instructions above to compress the file.

If you don't have access to design software, you can use a website to compress your PDF. We recommend using: <https://smallpdf.com/compress-pdf>

## HOW TO CHECK THE RESOLUTION OF YOUR COMPRESSED FILE

Within your compressed PDF document, you can zoom in to the artwork. This will show the true resolution, even taking into account that your computer screen will have a lower resolution than a commercial printer.

The general rule of thumb is to zoom in on your image by 300-400% to gain a good idea of how the image will look when printed.

## WHAT IF MY ARTWORK LOOKS PIXELATED WHEN ZOOMED IN?

Try to revisit the steps above and check that your compression settings are the same as in the screenshots.

If the original file has pixelated artwork, this will also result in a fuzzy compressed file. Check your original artwork using the zoom in conversion table above to make sure the resolution is suitable before compression.

You can also check the resolution of a JPEG in Photoshop by going to File > Image > Image Size. This shows you the file size and resolution.

# RESOLUTION GUIDE

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## WHAT FILE TYPES CAN I UPLOAD?

You will need to prepare your artwork to certain DPIs depending on which products you are purchasing.

## WHAT DPI DO I NEED TO USE?

- For standard products/small format, we require 300 DPI
- For large format, we require 150 DPI
- And for hemmed banners, we require 72 DPI

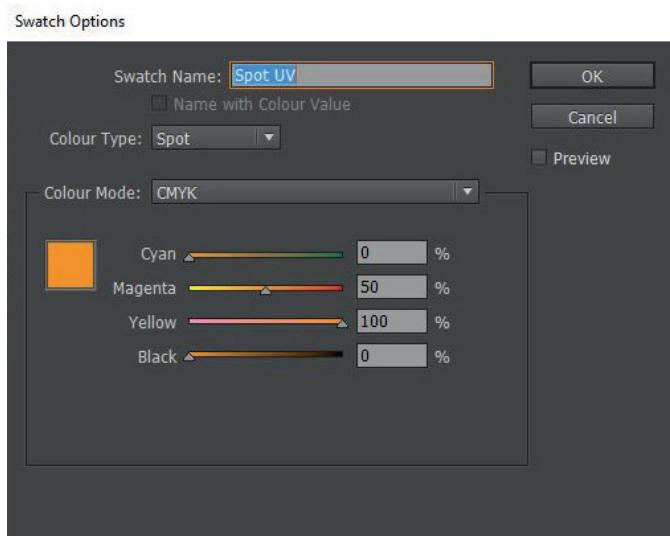
# SPOT UV GUIDE

Spot UV can be quite tricky to get right. When setting up your artwork, you must signal to the printer that certain elements of the design are not created using the normal CMYK inks and are instead created using the spot UV gel. Below are instructions on how you can do this using Adobe InDesign and Illustrator.

## HOW DO I SET UP MY ARTWORK FOR SPOT UV?

### 1. Create a Unique Spot Colour in Your Design Programme

- i. Create a new colour swatch in the swatches panel
- ii. Change the 'Colour Type' to 'Spot'
- iii. Create a new colour value (we recommend using a bright colour to distinguish your spot colour from the colours you're actually using in your design – we use 50% Magenta and 100% Yellow)
- iv. Name this new colour swatch "Spot UV" – this is very important because our system has been set up to recognise the name Spot UV



### 2. Design Your Spot UV Layer

- i. Create a second layer for your design (you might like to rename this layer to make things easier when you switch between the two)
- ii. Toggle your viewing setting so that you can see what's on the layer underneath
- iii. Copy elements from your first layer that you want to be emphasised by spot UV and paste them into your second layer – or, design completely new elements in the second layer. (Note: these elements should be vectorised shapes for best quality)
- iv. Recolour all elements in the second layer with your unique 'Spot UV' colour.

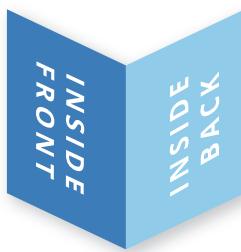


### 3. Save as PDF and Send to Print

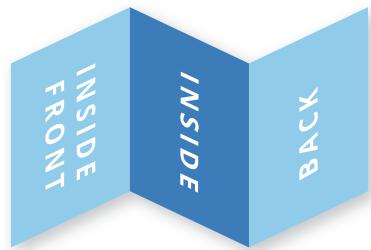
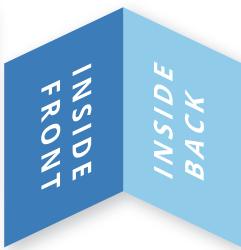
# FOLDING GUIDE

## WHICH FOLD TYPES ARE AVAILABLE

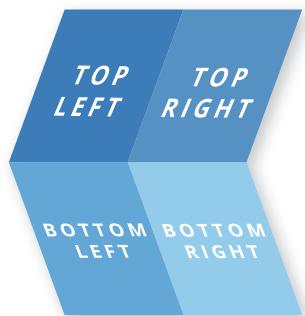
- 4pp Half Fold
- 6pp C-Fold
- 6pp Z-Fold
- 8pp Cross Fold



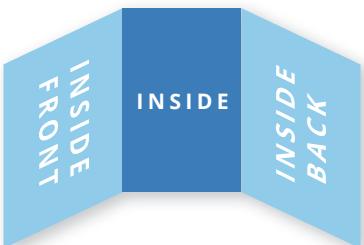
4PP HALF FOLD



6PP Z-FOLD



8PP CROSS FOLD



6PP C-FOLD

## THINGS TO REMEMBER WITH FOLDED PRODUCTS

- Our folded products are listed as flat sizes on the website
- We accept artwork as flat-sized spreads or as finished-sized panels
- All panels need to be an equal size (we will adjust c-folds for you!)
- Be conscious of which way round your artwork will be when folded
- Text running over fold lines may become difficult to read
- Remove any fold lines or guides before uploading