

ARTWORK RECOMMENDATIONS

DIMENSIONS

Please ensure that file dimensions are standard sizes. Common file sizes include

A4: 210mm x 297mm

(the most common error is to use Letter Size from a design programs US defaults)

DL: 99mm x 210mm

(the most common error is to use a DL envelope size which is 110mm x 220mm)

A6 or Postcard: 148mm x 105mm

Business Cards: 99mm x 55mm

FILE TYPES

We accept Corel Draw and PDF files, but depending upon the program used to create the pdf an artwork charge may apply.

COLOUR

The Colour used in files should be CMYK or Pantone (PMS) colours only. We cannot accept files with RGB images.

FONTS

When providing files (including PDFs) fonts should be converted to curves or outlines. If your program does not have this function then all fonts must be included with the file and this will incur an artwork charge.

Depending upon fonts we also suggest a minimum font size of 8pt for contact detail text.

IMAGES

Images used in files should be a minimum of 300dpi for best results. *(also as CMYK as mentioned in the colour section)*

If possible any logos contained in files should be vector (line drawn) format for best quality.

SET UP

We require 2mm minimum bleed on images or colour blocks intended to run off the edge of your file.

Also required are trim marks in registration colour. *(registration colour is 100% of all CMYK colours)*. For an example of trim marks view one of our product specific recommendation sheets.

It is also recommended that all text be kept in from the edge of your file. As a guide the distance should be 4mm for a Business Card increasing to 8mm for an A4 brochure and proportionally incrementing for larger sizes.

The layout of files should be as single pages, not multiple up or as spreads for booklets.

If files are supplied as separate PDFs but to be combined please ensure the file labelling is numerically clear on the order of the pages.

FILE TRANSFER

For files under 10MB please email. For files over 10MB dropbox or any large file transfer service or on a USB.

Fonts converted to curves/outlines

