

Creative and Studio Services

Artwork guidelines

October 2016

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'Print ready' artwork guidelines

- Print ready artwork should be supplied as Adobe InDesign files, Adobe Illustrator ai files or full resolution PDF X4 files. When exporting your PDF, please remember to include the correct document bleed and crop marks (which must have an offset value identical to the bleed).
- 5mm bleed at the final output size should be added on all edges, if the artwork is supplied at a proportion to the final output size ie ½ full size, the bleed added should be proportional to the final output size ie 2.5mm, bleed will be removed during finishing.
- Additional image area for wrap / overlap should be included within the artwork pasteboard.
- The print resolution for images should not be lower than 100dpi at the final output size, images supplied under resolution will result in inferior reproduction.
- All colours used should be Pantone spot colours and / or CMYK process colours. Pantones will be interpreted as close as possible within the available gamut of the output device and media. If the matching of any colour is critical, we will need the open files so that we can colour correct, colour test and provide printed proofs – price on application.
- Files that require white ink printing (onto clear for example) should use a custom spot colour that **must** be called 'White_ink' (case sensitive), set to overprint and be on the top layer within the PDF.
- For any print which requires cutting to a custom shape, artwork **must** be supplied with a drawn cutter path (not selection) supplied on a separate layer as a stroke at 0.1mm and as a spot colour called 'cutcontour' (all one word and case sensitive) and be set to overprint.
- An approval sheet will be supplied for sign off prior to printing.
- Artwork that does not conform to the above will be subject to charges. (rate card available upon request).

Define

Design

Deliver



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