

When designing your own files for print, it is important to understand file requirements and standards to avoid production issues. Follow these guidelines while getting started in the design process to ensure file accuracy

## Document Color Mode

Make sure your document is set to CMYK Color Mode. Why CMYK? printers use combinations of four toner colors (Cyan, Magenta, Yellow, and Black ) to achieve print on paper. Attempting to print files that are in RGB can cause color matching issues.

**Pantone Swatches:** If there is a specific color that should be achieved through pantone swatch, use specific pantone code from pantone printed catalogue.

## Bleeds

Files that have text, images, or colors that run on the trim edge of your final printed piece must be submitted with an extra 2mm border all around. This extra extension of your graphics is called a bleed. A bleed is necessary because it is impossible for a cutting blade to hit the exact same location on every page when cutting printed sheets in a stack.

## Trim Edge & Safe Guide

Any text or images that are not meant to run on the edge of your final printed piece should be at least 2mm to 3mm away from your trim edge. This is called the safe guide

(see on the right). Due to the very slight shifting that occurs when cutting, any text or images that are too close to the trim edge may be cut on or show inconsistent margins. If you have text or images that do run on the edge of your final printed piece, they must extend at least 2mm beyond the trim edge in your file.

## Document & Print Size

Files must be submitted at the size of desired output. Set your document page size to match the actual print size in your layout program (Publisher, Indesign, etc.) Also, set your document resolution to 300 dpi. **NOTE 300 DPI is PRINT STANDARD!**

Final artwork size: Final size + bleed

Example: if you want to print A4 artwork, which final size after trim is 210x297mm, you must add 2mm bleeds each side, so document size should be 214x301mm

Please always use guidelines for trim and safe area lines. This lines should be NON PRINTING.

## Working with BLACK

For Offset printing you should know how to use Black Color (K). Black text should always be C:0%, M:0%, Y:0%, K:100% and always should have overprint option.

To get the real black color on objects/background use color C:60%, M:40%, Y:40%, K:100%. **Never use this settings on Text!**

## Note:

For best results please use Pantone printed catalogue, because colors vary from screen.

## Example

Business Card with final size of 90x50 mm

Print-Ready Artwork    — Blead    — Trim Edge    — Safe Guide



Artwork with Problems    — Blead    — Trim Edge    — Safe Guide



There are two problems with the above artwork:

**Blead:** The background only extends to the Trim Edge. This file needs at least an 2mm bleed all around.

**Safe Guide:** The phone number has gone beyond the safe guide and is too close to the Trim Edge. It may be cut on during trimming.



When preparing your files to send for printing, we prefer Adobe PDF workflow. PDF (Portable Document Format) files are the best way to get us your artwork because all fonts, graphics and content are packaged into a single file. We can open this on any computer regardless of the software it was created with.

**Creating a PDF:** It's easy to create a high-quality pdf file. Use one of the following methods: 1. Go to File > Save As. In the file format box, select Adobe PDF. By default, your PDF should be saved at high quality (at least 300 dpi) but if a dialog box opens before saving, double-check the quality settings. 2. Go to File > Export. In the file format box, select Adobe PDF. Check the quality settings as above.

We also accept files in the almost any layout programs. Please keep in mind that we prefer PDF files. However, if editing or design help is needed, you may choose to send us your original file with all fonts and embed artworks in it. Please contact us for any questions you have.