



How to supply PDF files

If you supply the print ready artwork, please remember to check the following:

ARTWORK CHECK LIST

SET UP YOUR DOCUMENTS TO THE CORRECT SIZE

Check the document size is correct. Make sure it is **not** a US size!

DON'T FORGET THE BLEED

Bleed is a printing term that refers to printing that goes beyond the edge of the sheet before trimming. In other words, the bleed is the area to be trimmed off. The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies. Artwork and background colors can extend into the bleed area. After trimming, the bleed ensures that no unprinted edges occur in the final trimmed document. Please allow 3mm on all artwork.

PAGES

If you are supplying a booklet, it needs to be set up in increments of 4 pages, for example: 4, 8, 12, 16, 20, etc. Set up multiple single page documents in running order.

CHECK THE RESOLUTION

Resolution is a measure of the number of pixels, or dots at a given size that will determine the quality of the final printed piece. Please set up the artwork to 300dpi (dots per inch) at the size required for high quality output.

CHECK THE COLOUR

All images must be in CMYK mode for print, not RGB mode.

FONTS

All fonts must be embedded or converted to outlines/curves. FYI, font size for your product should be least 6 pt.

ADD CROP MARKS

Crop marks shouldn't be added manually. Most design applications that allow export of PDFs will have an option to include crop marks when the PDF is saved. Make sure they are set at least 3mm out.

FILE FORMATS

We recommend you supply all artwork as a print resolution PDF.

SUPPLYING PDF FILES

HOW TO MAKE A PRINT-READY PDF IN ADOBE PHOTOSHOP?

Make sure your artwork has checked the list above. Go to: *File / Save as* under *Format* select *Photoshop PDF* save, this takes you to the *Export Adobe PDF* window, under *Adobe PDF Preset* select *PDF/X-4:2008* then *Save PDF*.

HOW TO MAKE A PRINT-READY PDF IN ADOBE ILLUSTRATOR?

Make sure your artwork has checked the list above. Go to: *File / Save as* under *Format* select *Adobe PDF* save, this takes to the *Export Adobe PDF* window, under *Adobe PDF Preset* select *PDF/X-4:2008* select *Marks and Bleed* and *click crop marks* on and *add 3mm bleed* select *Save PDF*.

HOW TO MAKE A PRINT-READY PDF IN INDESIGN?

Make sure your artwork has checked the list above. Go to: *File / Export* under *Format* select *Adobe PDF* save, this takes to the *Export Adobe PDF* window, under *Adobe PDF Preset* select *PDF/X-4:2008* select *Marks and Bleed* and *click crop marks* on and *add 3mm bleed* select *Export*.

HOW TO MAKE A PRINT-READY PDF IN WORD?

Make sure your artwork has checked the list above. Please supply as a PDF (Standard or PDFX.)

WE DO/DON'T

WE DO: supply a colour proof for you to check before printing the whole order.

WE DON'T: check for spelling and/or typographical errors.
check for overprint settings.