

HOW TO SUPPLY FILES

PREPARING FILES

When supplying your files, for best results please follow our guidelines.

FILE FORMAT

We accept only Press Ready PDF files.

RESOLUTION

All file formats must have a minimum of 300 dpi (dot per inch) resolution. The images designed for the web are done at a low screen resolution of 72 dpi and therefore not suitable for print. Print images need to be created at 300 dpi or there will be a substantial drop in the image quality.

COLOUR MODE

All colour artwork and/or images must be provided in CMYK (cyan, magenta, yellow, black) colour mode - NOT RGB! All black & white artworks and/or images must be provided in grayscale mode.

PLEASE NOTE

Heavy black ink might cause smearing. If you like a rich Black, add 40% Cyan.

BLEED

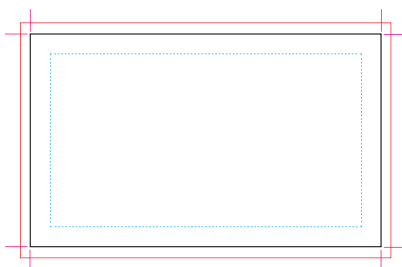
Please build your press-ready digital files by adding 3mm bleed all around. What's a bleed? It is the portion of the card that will be trimmed off when cut to the final size.

WHY BLEED?

The purpose of a bleed is to continue a colour, image or design to the edge of the card.

CROP MARKS

Please build your press-ready digital files by adding crop marks. Lines indicating where the paper should be cut to produce the correct size. (See example below template).



Business Card

CROP MARKS	—
MARGIN SIZE	—
TRIM	—
BLEED	—

Fonts

- Fonts must be embedded in PDF files.
- Fonts must be outlined, converted to paths or object.
- Some fonts have copyright restrictions and will not embed in PDF Files.

ARTWORK CHECKLIST

3mm bleed

100% Scale

1 - up on a single page

Convert your text to paths, objects or outlined

Please ensure that all images are 300dpi

Nominate/assign all colours as CMYK

