

Check your document

Make sure you review your document's bleeds, trim marks and safe margin area before uploading it.

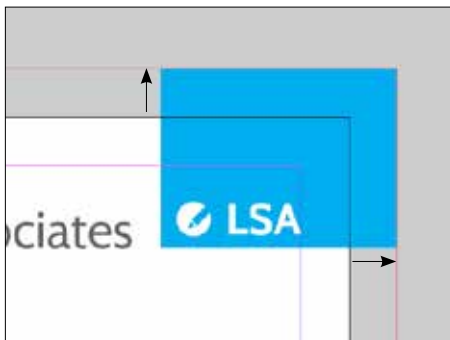


document layout

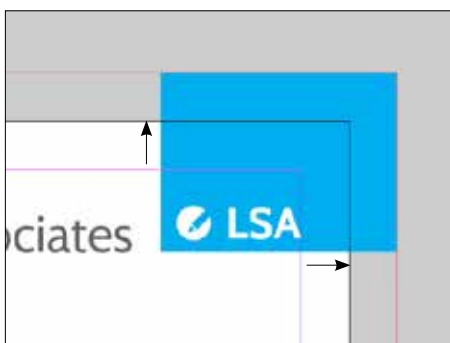


final product

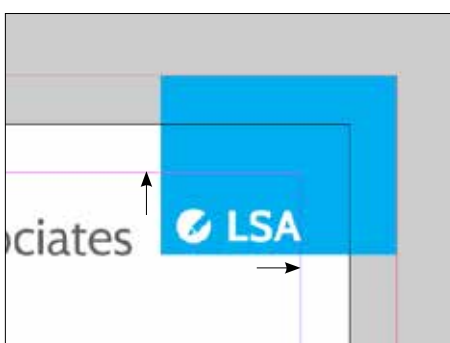
Important tips



1. BLEED AREA: the red line marks the bleed area. To prevent any unwanted white border from showing at the edge of the document, make sure to extend any background colours or design elements all the way to the edge of the bleed area.

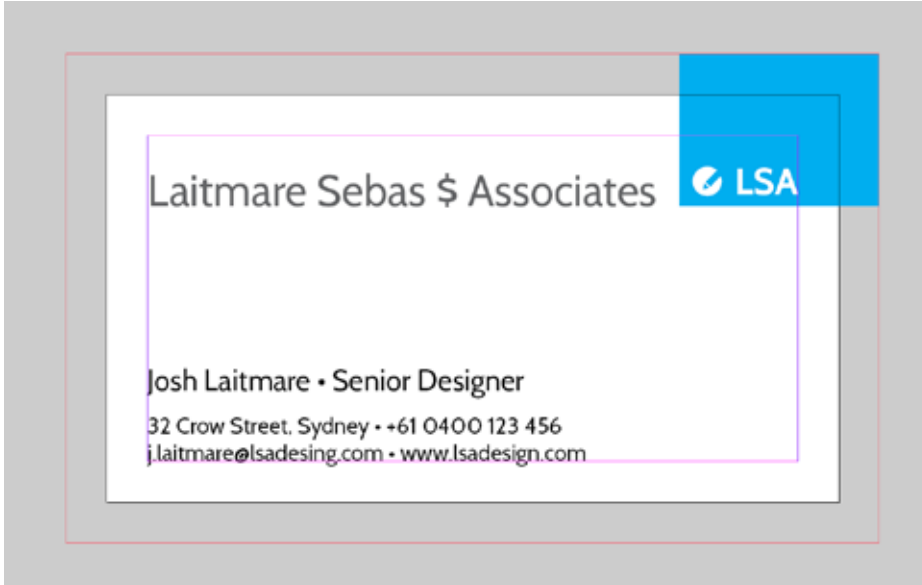


2. TRIM MARKS: the arrows pointing to the edge of the finished size of the printed product. The actual cut happens close to the trim line, but due to the mechanical tolerances involved in printing the actual cut can happen anywhere from the bleed to the safe margin area. This is why it is important to keep your text and images that you don't wish to be cropped within the safe margin area.

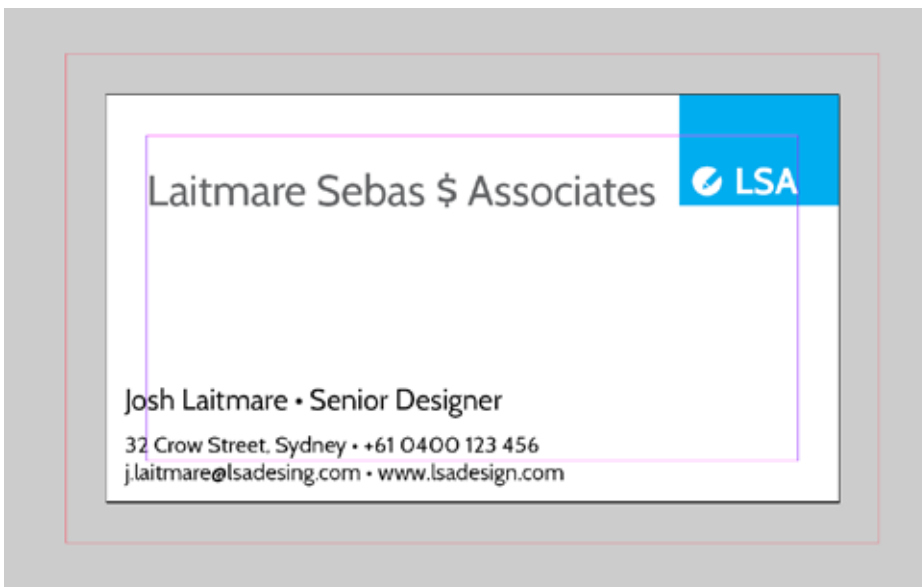
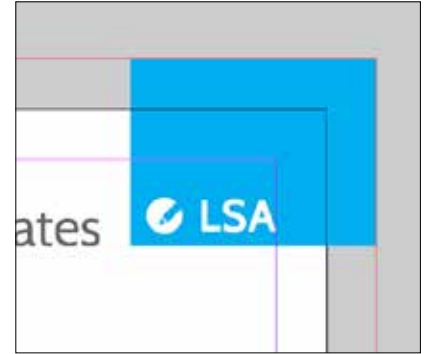


3. SAFE MARGIN AREA: all important information like names, addresses, phone numbers or logos have to be kept within the safe margin area (at least 5mm from the edge). This protects the elements from being cropped accidentally.

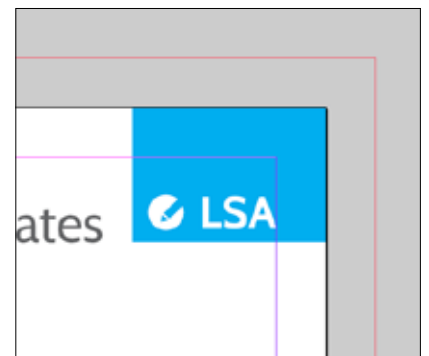
Bleed check



correct bleed



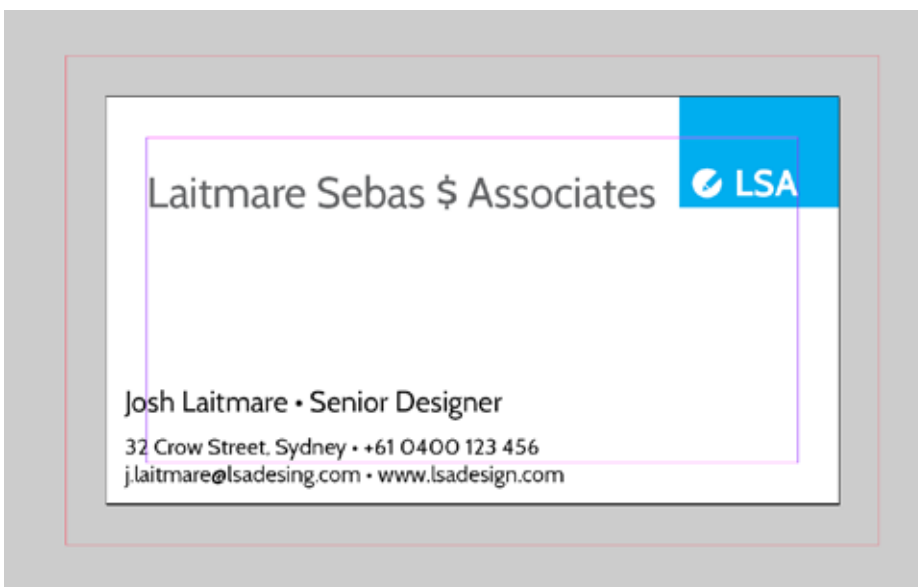
incorrect bleed



Margin check



correct margin



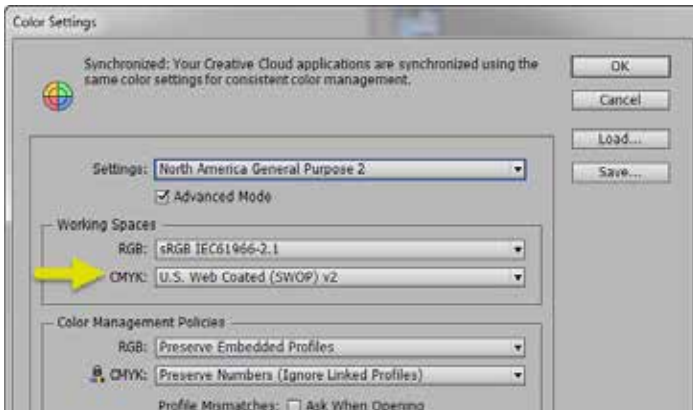
incorrect margin



Document in CMYK

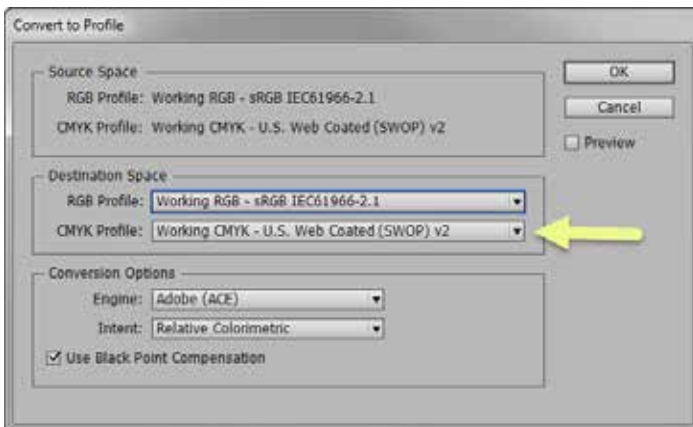
Make sure the color setting of the document is CMYK. If it's RGB the finished printed product will be different from what you see on the screen.

Check colour settings



InDesign

1. Go to **EDIT** and choose **COLOR SETTINGS**
2. Make sure in **Working Spaces** to choose **CMYK** is **U.S. Web Coated (SWOP) v2**

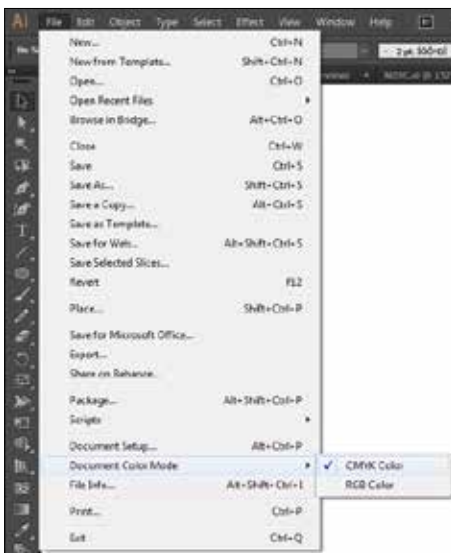


To change color settings

1. Go to **EDIT** and choose **CONVERT TO PROFILE**
2. Change Destination Space to **CMYK** is **U.S. Web Coated (SWOP) v2**

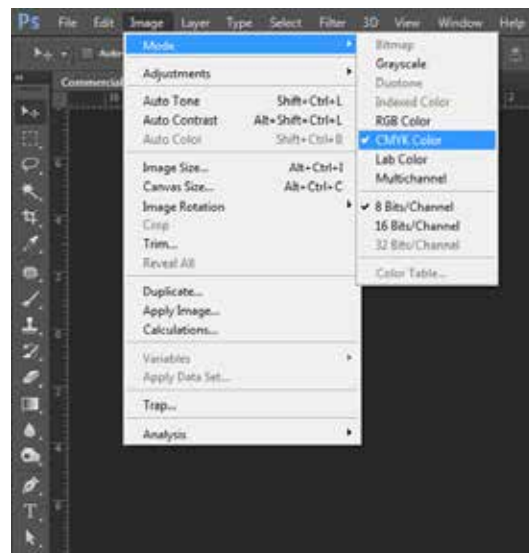
Illustrator

1. Go to **FILE** and choose **DOCUMENT COLOR**
2. Select **CMYK Color**



Photoshop

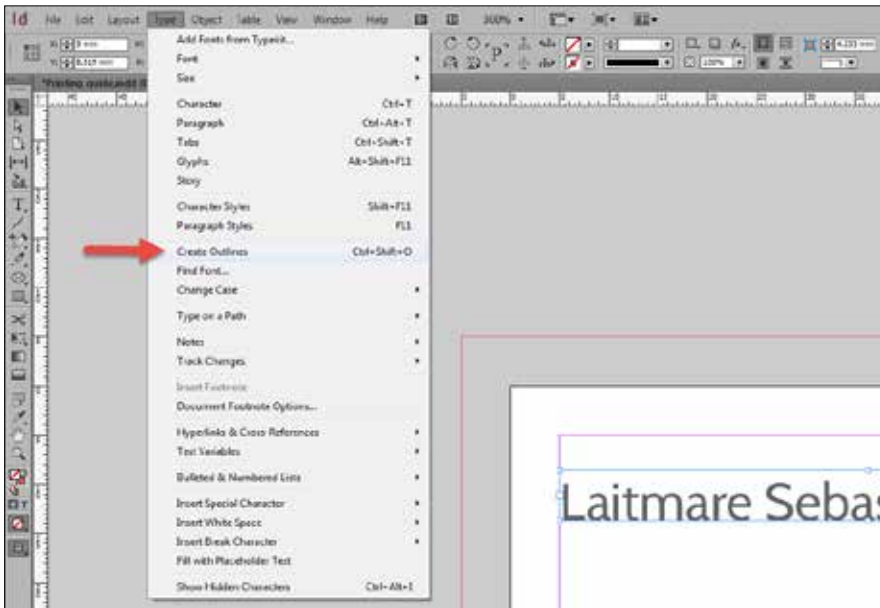
1. Go to **IMAGE** and choose **COLOR MODE**
2. Select **CMYK Color**



Convert fonts to outlines

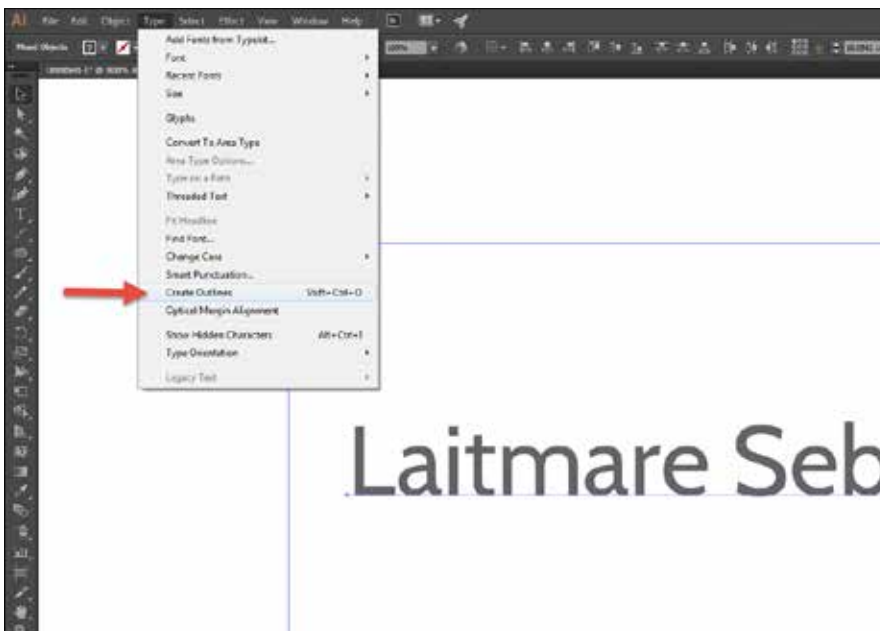
You can convert fonts to outlines when fonts cannot be embedded in the file. This helps to avoid errors when uploading files.

How to convert fonts to outlines



InDesign

1. Select the text
2. Go to **TYPE** and choose **CREATE OUTLINES**



Illustrator

1. Select the text
2. Go to **TYPE** and choose **CREATE OUTLINES**



Text has been converted to a vector path.

It is suggested to save a copy of the file with the original font.

Graphics & Images



Vector Graphics

They are comprised of paths, which are defined by a start and end point, along with other points, curves, and angles along the way. They should be used for all text and logos as they create very clear and sharp images and can be resized easily without losing resolution. Vectors can be created in Adobe Illustrator or Macromedia Freehand.



Raster Images

They are made up of grid of pixels (tiny dots). The larger the image [in size and resolution (dpi)] the more disk space will take up when stored. Resolution refers to the number of dots per inch. A good quality image should be at 300 dpi and at 100% of the final print size. When scaling down a raster image usually doesn't affect it's quality. Also note that by increasing the DPI setting does not improve the quality of the image.

Supported file types

Our preferred file type is a press quality PDF. This can be saved from any of the industry standard graphics applications such as:

Adobe InDesign®
Adobe Illustrator®
Adobe Photoshop®
QuarkXpress®
Corel Draw®

Other desktop publishing software may also offer an option to save or export a PDF:

Microsoft Word®
Publisher®
Microsoft Powerpoint®
Page Serif®

If you are familiar with Adobe Distiller, we have some optimised settings that you can load in ready for PDF creation, please ask for a copy.

We'd recommend to avoid the 'drag and drop' online browser based PDF conversions, as these produce very low quality PDF files which may not print as you expect.

If your chosen software can't produce a PDF, then you may be able to save a 'flattened' graphics file such as a TIF, JPG or PNG file. If you are using this option, please ensure that you save the files at 300dpi resolution.

Proofing

Always check and proofread your document before you approve and upload. You are responsible for proofreading your file that's why you have to check the layout, colors and spelling.