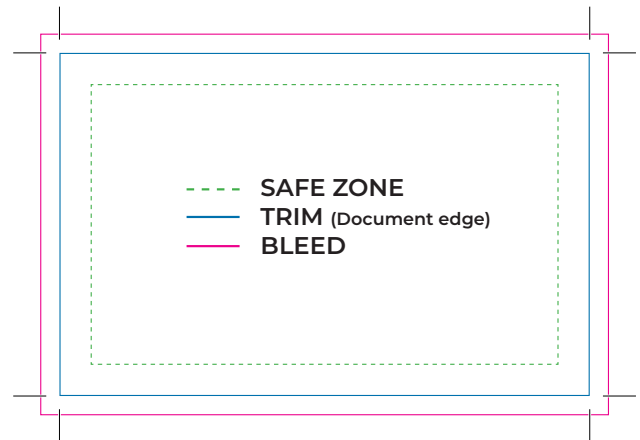


Guide to supplying artwork

Follow these **core specifications** before sending your file to us:

- **File Format:** Our preferred supply is a PDF/X file with crops and 3mm bleed, which preserves fonts, layouts, and colors. Multi-page documents should be supplied as a single page PDF in the correct order rather than spreads or printers pairs.
- **Colour Mode:** For digital print, set your colour mode to CMYK, not RGB. RGB screens display a wider color spectrum, which can cause dull or inaccurate colors in print. Pantone colours should not be used for anything but cutter guides.
The large format print machines have a greater capacity for processing colour formats so this is not as important.
- **Resolution (DPI):** All images and effects should be set to 300 DPI (Dots Per Inch) to prevent blurry or pixelated prints. This is particularly important if we need to scale artwork up in size for large format work.
- **Safe Zone:** Please keep all critical text, logos, and important imagery at least 5mm inside the cut line to ensure they aren't accidentally trimmed off.
- **Fonts & Vectors:** Convert all text into outlines or paths. Alternatively, ensure all fonts are fully embedded in your exported PDF.
- **Bleed, Trim and Crop Marks:** When creating your artwork, please extend any background colours or images by 3mm past the final trim size. This extra space acts as a safety margin when the paper is cut, ensuring you get edge-to-edge printing with no white borders. When exporting to PDF, please ensure to include the bleed and crop marks.
- **Overprint:** Before sending us your PDF, we would recommend you check it using the 'Overprint Preview' in Acrobat. This simulates the printing result of the overprints you've set within your artwork, so that you can be confident your final result comes as close to your expectations as possible



Specific requirements:

- **Wire binding:** Please bear in mind the position of the wire binding when creating your artwork. Keep a minimum of 10mm clear of critical text and logos on binding edge to ensure nothing is cut off or obscured by the wires.
- **Folders – 2 and 4 drill holes:** Please bear in mind the position of the drill holes when creating your artwork. Keep a minimum of 20mm clear of critical text and logos on left edge.
- **Roller Banners:** When creating artwork for roller (pull-up) banners, please add an additional 150mm to the base of your artwork. This area bleeds down into the cassette to ensure there is no abrupt end to your design so should only contain images and any background colour. Keep all critical text, logos and important imagery well within the visual area. For example, the artwork for an 800x2000mm roller banner would have an artboard size of 800x2150mm, with a visual (safe) area of 800x2000mm and be supplied as a high res PDF with 3mm bleed and crop marks.
- **Cutter Guides:** Cutter guides should always be set up as a solid vector keyline, 1pt maximum width. They should be set up in a spot colour called 'Cutter' and sit on a separate layer to the rest of the artwork. This layer should also be called 'Cutter'. Graphics/text should bleed 3mm outside the cutter guide. If your artwork also needs creasing, the same rules apply but the spot colour and layer name should be called 'Crease'. The crease line should also be a solid vector keyline and NOT dashed. When exporting to PDF, please ensure it is created with layers enabled.
- **Indesign Artwork:** If you are sending us Indesign artwork to be checked or amended here, please 'package' the artwork to ensure we receive all links and any fonts required.
- **Illustrator Artwork:** If you are sending us Illustrator artwork to be checked or amended here, please ensure all the images are embedded and any non-generic fonts supplied.