

PREPARING DOCUMENTS

Files

- Give your file the exact width and height in mm. Use 3mm bleed around. Save/Export as PDF file with trim marks.
- Use only colors which are necessary for print. When Full Color then make sure only CMYK is used. When you use PANTONE Colors check if these are not converted to CMYK.

Add bleed of 3mm

- The bleed is the area of artwork that is extended beyond the actual dimensions of the document. We use this to avoid strips of white paper showing on the edges of your print.

Save file as PDF/X-1a:2001

- This will make sure your file is flattened correctly so nothing changes when we send the file to the press.

Use high resolution images

- So you know you won't be counting pixels on your prints! We recommend a resolution of at least 225 DPI. Although 300 DPI is perfect.

Extra design hacks

- Keep text or important objects 3mm within the trim marks.
- Make sure fonts are embedded. Convert text to outlines for extra reliability.
- Use a maximum of 250% ink coverage.
- When ordering in black print, the file should only contain the colour black.
- Place multiple designs in 1 PDF file in ascending order: front - back - front - back.