

File Setup & Bleed

We advise that all artwork is created in applications like Adobe CC (Illustrator, InDesign, Photoshop) or similar. Artwork should be setup to the correct dimensions of the finished print size. Templates are available for specific products on request.

It is very important that **2mm of bleed** is added to all sides of the artwork. Bleed is the printed margin in which we cut through to trim the print to its finished size. This leaves clean edges where background images 'bleed' off of the edge of the page.

Safe zone - It is advised that text/content is not placed within **5mm** of the edge of the artwork, unless it is intended to bleed off of the trimmed edge.

Colour & Ink Coverage

All artwork should be designed in **CMYK**.

Maximum ink cover should not exceed 300% of CMYK.
For a deep black, we recommend: 100% Black / 60% Cyan / 40% Magenta.

For the best results please select the FOGRA 39 (Coated Fogra 39 ISO12647-2:2004) output colour profile when saving your artwork.

Text & Imagery

Please ensure that all fonts are embedded/outlined when saving as a PDF. This can be achieved by converting type to outlines.

All images used in your artwork should be a **minimum resolution of 300dpi**. Images saved from the internet or screen grabbed are normally 72dpi and should not be used. Images with a resolution lower than 300dpi will appear blurred or pixelated.

Finishes, Folds, Cuts & Creases

Please contact us to discuss how to set up your artwork with any specialist finishing requirements. Specific guidance is available for custom cut and templated products like wristbands and stickers.

Saving Files

Artwork should ideally be **saved as a PDF 1.3**.
When saving your artwork please ensure the following:

- The artwork has been designed in CMYK colour mode.
- Text has been embedded or outlined.
- All images included in the artwork are a minimum of 300dpi.
- Bleed of 2mm is included when saving.
- Output colour mode is set to FOGRA 39.