About Great Print Files

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Creating professional quality artwork requires skill and knowledge.

This guide is an aide memoire for experienced Graphic Designers who want a quick reference to check that artwork files will print as expected. It's helpful if source files to have been created in Indesign prior to creation of the PDF. Of course we're happy to advise how to set a particular job up.

To help save you time we've provided some Indesign templates, listed on page 4, these are available to download on our website.

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Thank you

To all under thanked, underpaid, under appreciated graphic designers working to crazy deadlines but who take the trouble and have the professional pride to supply us with great files. We truly appreciate you.

Bleed

Allow **2mm** bleed on all files.
The exception is large format files where bleed isn't required.

Trims

Please **include trim marks** (not bleed marks) on all supplied artwork
except large format.

Page Size

Provide your artwork at the size of the page, not within it. For example
setting a business card in the middle of an A4 sheet is unhelpful.

Embedded Fonts

Check that your fonts have been correctly embedded or outlined.

6 Page DL Leaflets

For **Roll Folds** set your panels at 99mm, 99mm and 97mm and for
Zed Folds set your panels at 99mm, 99mm and 99mm to allow for
neat folding. We'll still need 2mm bleed on the outside edges.

Booklets

Provide the PDF as **single pages**, with bleed on all four edges. Please
do not supply as spreads and ensure your document is set up as single
pages rather than facing pages. We welcome booklets which have
printed page numbers.

Image Resolution

All images need to be at **300dpi** at the finished size.

Colour Space

For full colour work check that you've converted all spot colours to
CMYK and haven't left anything in RGB.

Rich Black

Consider using a shiner to boost black (except for text).
We recommend a shiner of **100%** black, **50%** cyan and **30%** magenta.

Dark Blue

We remind you of the pitfalls of the difference between viewing dark
blue on a monitor and seeing it in print. Dark blues with up to 100%
magenta may look fine on your screen but will give your printed blue
a purple hue.

Preparing Files for Large Format Print

These files can be set up at **25%** of the final print size.
You should **not** include bleed.

Pull Up Banners

On Pull Up Banners there is an area at the bottom of the panel that
attaches to the roller and is non visible. The dimensions are as follows:
Kestrel A3 302mm x 526mm including **100mm** hidden
Falcon 800mm x 2150mm including **150mm** hidden
Hawk 800mm x 2200mm including **200mm** hidden
Osprey 800mm x 2310mm including **200mm** hidden
Osprey 1000mm x 2310mm including **200mm** hidden
Eagle 800mm x 2150mm including **50mm** hidden

File Checking

Note the option in our Specification Tables to have us run your
artwork through **Pitstop Pro** to identify potential file errors.

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Indesign Templates

Business Cards
Landscape 85 x 55mm

Portrait 85 x 55mm

6 Page DL Leaflets
Roll Fold DL Leaflet

Zed Fold DL Leaflet

A4+ Folders
Economy Folders

Interlocking Folders

    No gusset & no business card slits

    5mm gusset & no business card slits

    5mm gusset & business card slits

Folders with pocket & no gusset

    No business card slits

    Landscape business card slits

    Portrait business card slits

Folders with pocket & 5mm gusset

    No business card slits

    Landscape business card slits

    Portrait business card slits

Pull Up Banners
Kestrel A3 Banner

Falcon Banner 800mm

Hawk Banner 800mm

Osprey Banner 800mm

Osprey Banner 1000mm

Eagle Banner 800mm

Exhibition Wallpaper
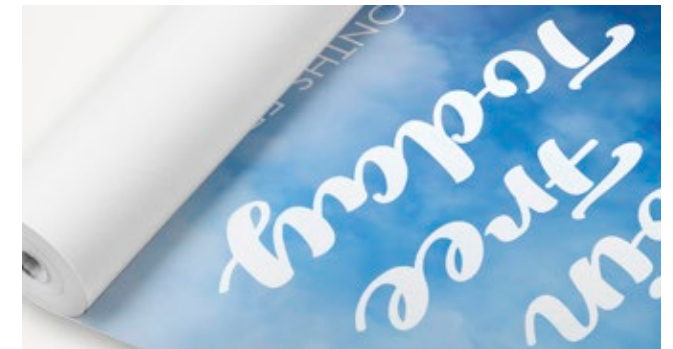Exhibition Wallpaper 954 x 2340mm roll

Pop Up Stand
3 x 3 Advantage Stand

3 x 4 Advantage Stand

Advantage Stand Case Wrap

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