

## Colour Mode

All files must be saved as 'CMYK' colour (not RGB, Lab Color, etc.).

## File Types

For larger quantities of printing we send work to our specialist production unit, because of this the only file type we can accept is **PDF format**.

## PDF Options

Make sure all objects, such as fonts and pictures, are embedded in the PDF.

## Bleed

Bleed should always be added (between 3-5mm) where artwork would meet the edge of the page (usually background colour). If your artwork meets the edge of the page but has no bleed we will cut 1mm into your job. Bleed is not necessary if your artwork does not meet the edge of the page.

## Font Size

Font sizes **below 8pt** can become difficult to read. **10-11pt** is recommended for most documents or 'body text'.

## 'Rich' Blacks

Solid blacks should be made of **30% Cyan (C), 30% Magenta (M), 30% Yellow (Y) and 100% Black (K)**. 100% Black alone can appear dull over large areas.

## Picture Resolution

Image files or photographs must be **300dpi**.

## Proofing

A free digital printed proof can be supplied if requested for checking spelling, layout etc. although colours may vary from Litho printed products.

## Colour Matching

Every printing press is different and colour can even vary between runs of the same artwork. However, we can attempt to match colours if a suitable sample is supplied.

## File Size

Files should be as small as possible without compromising on quality. Files larger than 20mb will not go through our email system.

## Things To Avoid

Avoid using borders, especially for double-sided artwork. It is difficult to register both sides perfectly and there is often a little movement when paper travels through the press. Be aware that your border may not be consistent throughout the finished product.

Avoid using very thin fonts as this may cause legibility problems.

Avoid using ink coverages above 240% (total of CMYK). This may result in the surface print buckling or curling.