



Supplying 'print-ready' files

When creating your PDF files for us to print on the press, please use the highest possible 'press quality' settings, remembering to include crop marks, 3mm bleed and select CMYK colour mode.

Bleed and crop marks are essential for professional, high-quality printing, especially for products which require full-color edge-to-edge printing. If colors or images are supposed to go to the very edge of the page, lack of bleed causes white edges, if the guillotine is off by even a millimeter.

Images and logos: must be high resolution (300dpi or higher).

Text: ensure any black text is pure black and not CMYK or RGB black. Please also embed fonts.

Document/finished size: ensure the document size is correct.

Key concepts explained:

CROP MARKS

These are thin, vertical and horizontal lines added at the corners of a document. They show the professional printers exactly where to cut the paper to achieve the final, desired document size.

FINISHED DOCUMENT SIZE

BLEED

This is the area of your design that extends beyond the final trimmed edge. It ensures that if the cutting process is slightly off, you won't see white edges on your final document.

SAFE AREA

Using margins on your document ensures text and other important information is not too close to the edge and in danger of being cut off.

