Artwork Submission

Submitting artwork

When creating and submitting artwork by email, please make sure you stick to these steps.

1. All artwork to be submitted as high-res PDFs.
2. At least 2mm bleed where needed, 5mm for magnets
3. Always include crop marks (crop marks not to be too close to document edge).
4. Keep text at least 5mm from document edge (internal bleed)
5. All images to be vectors, or CMYK bitmaps 300dpi.
6. All colours to be CMYK. Maximum colour saturation should be 300%.
7. All text to be converted to curves (ie, fonts to be embedded).
8. Watermarks should be no less than 8% total ink coverage.

Colours
All of our full colour printing is done in CMYK (Process Colour).

Conversions from RGB and PMS to CMYK should be done before sending your files to us. If you don't convert yourself, we will do our standard conversion which may mean the colours look washed out.

As we use Process Colour, all Pantone Spot colours must be converted to their CMYK equivalent before your file is sent to us. If you don't convert spot colour to process, then an extra separation printing plate may be produced when we process your job. This means objects may not appear on your printed job and may result in you incurring unnecessary costs.

Colour variations of up to 5% either way may occur in our printing process. Printing on different stocks will significantly change the appearance of the final colour.

Exact colour matching can only occur when printed as a stand alone job. Please ask us for a quotation.

Setting your page size
It is very important that you set your page size correctly. If you don't, parts of your design may be chopped off, may not be centred, or there may be areas of white space. The file you send to us should be 2mm larger (5mm larger for booklets & fridge magnets) than the cut down 'trim' size on each side to accommodate a bleed - so that's at least 4mm extra on each axis.

In order to get the best price for different items (eg, business cards, magnets, flyers etc) we may have required dimensions. Please check with us for exact dimensions if you want to ensure you get the best prices. However, all sizes can be printed, simply the cost may vary from our published prices .

Working with Black
To get a good solid black, we recommend you use C:50, M: 10, Y: 10, K: 100 as it is a deeper black than plain 100% K. However, use only 100% K for small text.

Borders
Please do not use borders that are designed to create an even margin around the document. A trimming tolerance of +/- 1mm must be allowed for. e.g. If you design a border 2mm from the edge all around a document the end result may be 1mm on one side and 3mm on the opposite side creating an unbalanced look.