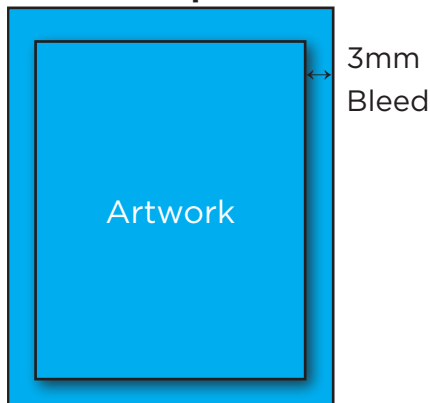# HELPFUL GUIDELINES

Supplied Artwork

To ensure your artwork is printed correctly there are a few setting up rules to follow. Please contact our Design Studio with any queries.
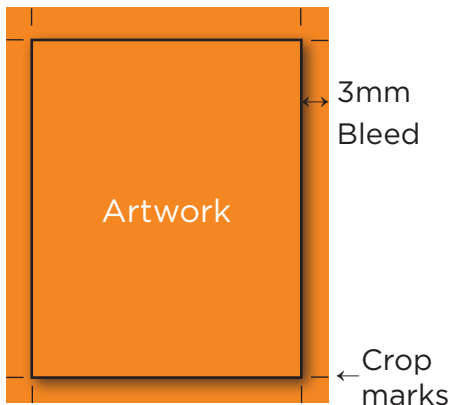
File set up

Artwork

3mm Bleed

Bleed

To ensure quality during the trimming process a 3mm bleed is required for small format artwork and 5mm for large format. Any part of the image that runs to the edge of the page needs to run into this area.

This gives the printer a small amount of space to account for movement of the paper and design inconsistencies.

Artwork

3mm Bleed

Crop marks

Crop Marks

Most publishing software has the ability to add the crop marks when preparing a print ready file.

These will give the printer a clear indication on where to trim your artwork.

High Resolution - 300dpi

Low resolution - 72dpi

Print Resolution

For good quality printed images and logos need to be at a high resolution, 300dpi (dots per inch). See example top left

Images taken off a website will not work as these are set at 72dpi. Although these look fine on your screen the print will look fuzzy (pixelated). See example bottom left.

Colour Management

All files should be supplied in CMYK not RGB where possible.

Paper Size Guide

We can print to any size you wish but below are generic sizes from business cards to posters.

A0

A1

A2

A3

A4

A5

A6

Compliment Slip

B/C
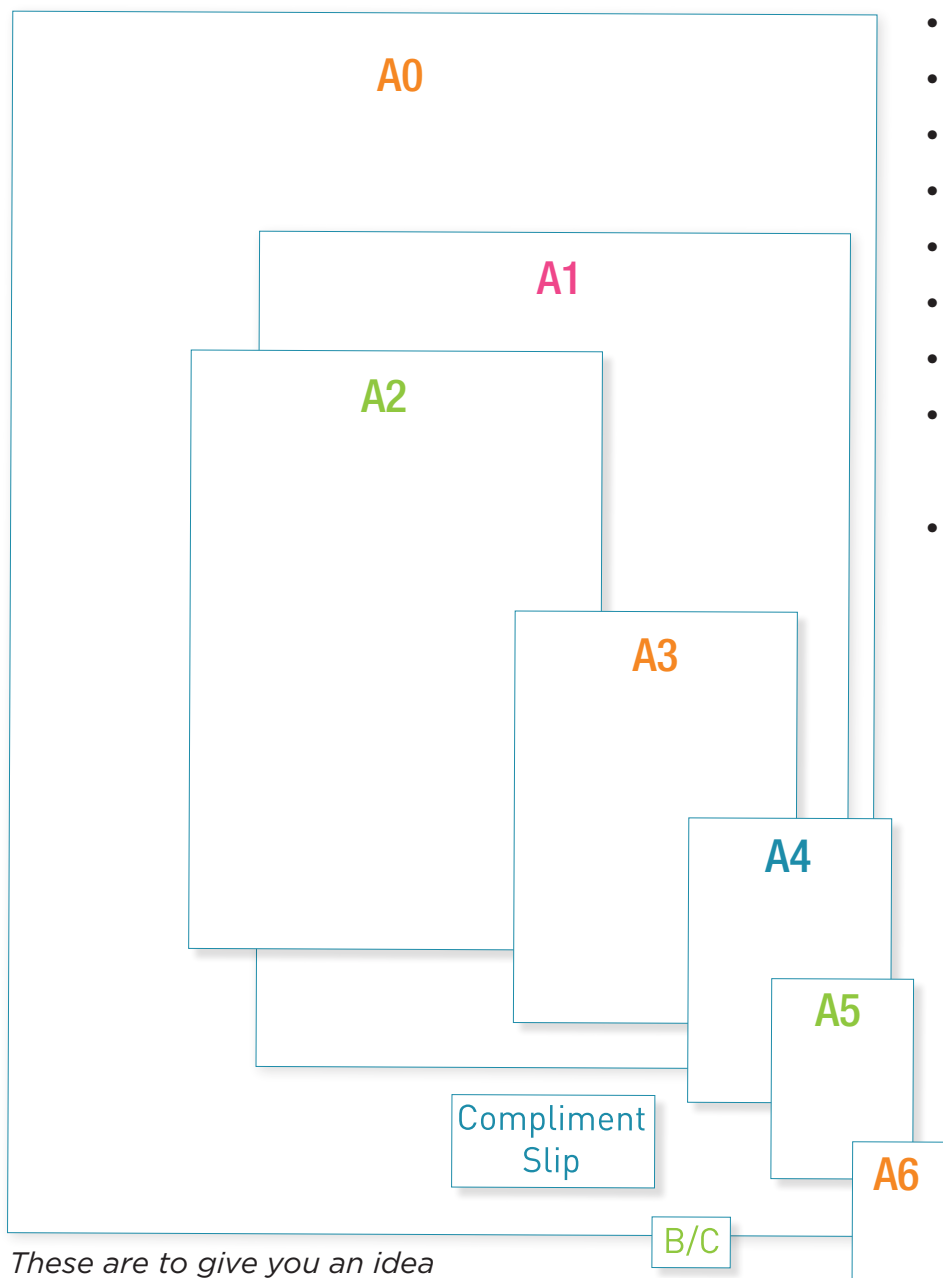
- **A0** - 841mm x 1189mm
- **A1** - 594mm x 841mm
- **A2** - 420mm x 594mm
- **A3** - 297mm x 420mm
- **A4** - 210mm x 297mm
- **A5** - 148mm x 210mm
- **A6** - 105mm x 148mm
- **Compliment Slip**
  210mm x 99mm
- **Business Card**
  85mm x 55mm

These are to give you an idea

so are not the actual sizes.

Finishing Options

Here is a list of just a FEW finishing options available to choose from. As there are so many should you need help as to what will work best for you please call us and we can lead you through the choices.

Other options

- Drilling
- Acetate Cover
- Foiling
- Matt Lamination
- Gloss Lamination

- Soft Touch Lamination
- Encapsulation
- Fulfilment
- Spot UV

- Wire binding
- Folding
- Numbering
- Perforating
- Embossing

Binding Options

There is an ideal binding for every type of book. Which one suits your project?

Spiral Bound

Wiro Bound

Perfect Bound

Side Stitched

Saddle Stitched

Binder Inserted
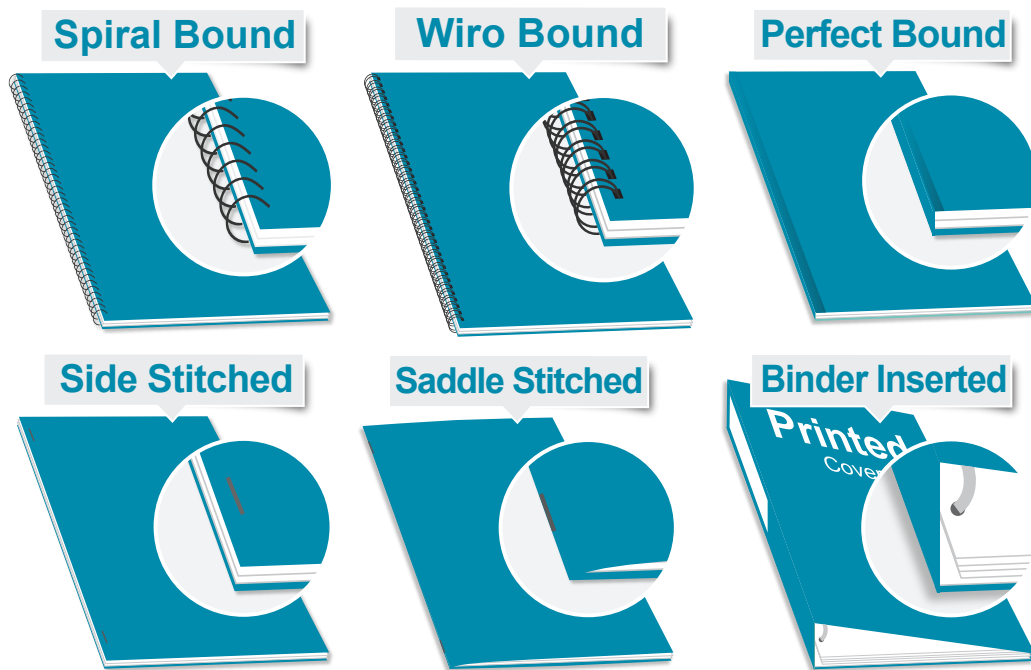
Perfect Bound book

Spiral Bound booklets

Fold Reference Guide

See below for the common fold types for leaflets and flyers.

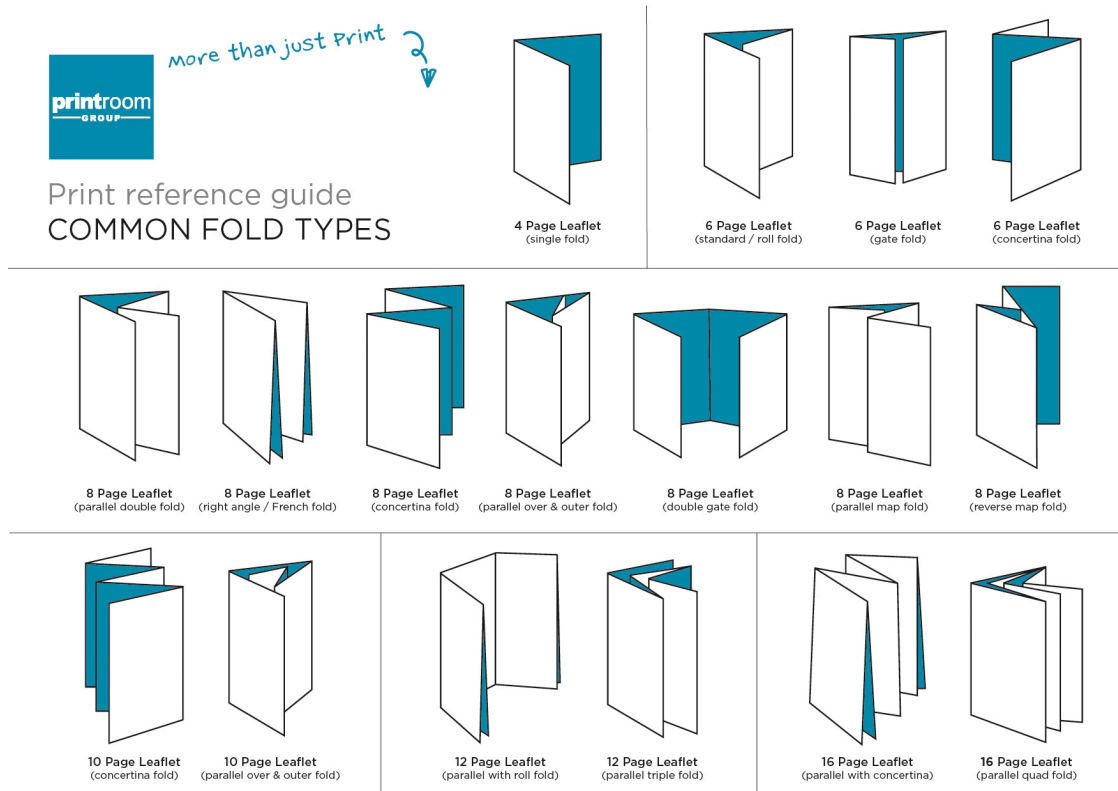**print**room
GROUP

more than just print

Print reference guide
COMMON FOLD TYPES

4 Page Leaflet
(single fold)

6 Page Leaflet
(standard / roll fold)

6 Page Leaflet
(gate fold)

6 Page Leaflet
(concertina fold)

8 Page Leaflet
(parallel double fold)

8 Page Leaflet
(right angle / French fold)

8 Page Leaflet
(concertina fold)

8 Page Leaflet
(parallel over & outer fold)

8 Page Leaflet
(double gate fold)

8 Page Leaflet
(parallel map fold)

8 Page Leaflet
(reverse map fold)

10 Page Leaflet
(concertina fold)

10 Page Leaflet
(parallel over & outer fold)

12 Page Leaflet
(parallel with roll fold)

12 Page Leaflet
(parallel triple fold)

16 Page Leaflet
(parallel with concertina)

16 Page Leaflet
(parallel quad fold)

4 Page Leaflet (Simple Fold)

6 Page Leaflet (Concertina Fold)

Canvas Size Guide

See below for examples of our common canvas sizes. Ask for more size combinations.

8" X 18"

10" X 14"

26" X 26"

20" X 30"

20" X 14"

20" X 20"