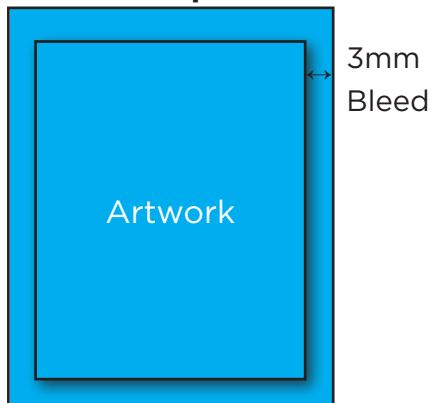# HELPFUL GUIDELINES

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.
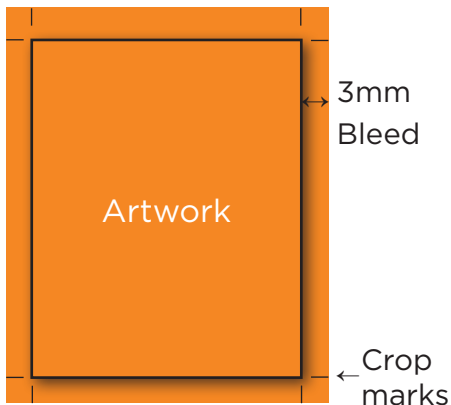
File set up

Artwork

3mm Bleed

Artwork

3mm Bleed

Crop marks

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.

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.