

PREPARING FILES:

When supplying your files, for best results please follow our guidelines.

FILE FORMAT:

We accept only Press Ready PDF files.

RESOLUTION:

All file formats must have a minimum of 300 dpi (dot per inch) resolution.

The images designed for the web are done at a low screen resolution of 72 dpi and therefore not suitable for print. Print images need to be created at 300 dpi or there will be a substantial drop in the image quality.

COLOUR MODE:

All colour artwork and/or images must be provided in CMYK (cyan, magenta, yellow, black) colour mode - **NOT RGB!**

All black & white artworks and/or images must be provided in grayscale mode.

PLEASE NOTE: Heavy black ink might cause smearing. If you like a rich Black, add 40% Cyan.

BLEED:

Please build your press-ready digital files by adding 3mm bleed all around. What's a bleed?

It is the portion of the card that will be trimmed off when cut to the final size.

Why bleed?

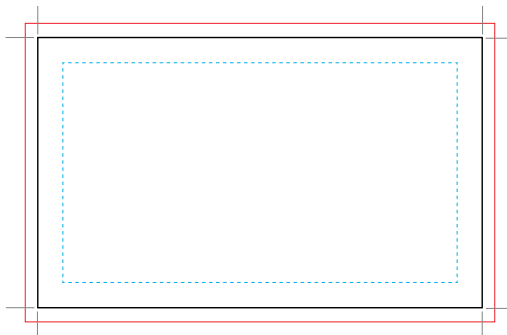
The purpose of a bleed is to continue a colour, image or design to the edge of the card.

CROP MARKS:

Please build your press-ready digital files by adding crop marks.

Lines indicating where the paper should be cut to produce the correct size.

(See example below and see our templates).



Business Card Template

—	Crop Marks
- - - -	Margin Size: 80mm x 45mm
—	Trim Size: 90mm x 55mm
—	Bleed Size: 96mm x 61mm

Fonts:

- Fonts must be embedded in PDF files.
- Fonts must be outlined or converted to paths or curves in EPS files.
- Some fonts have copyright restrictions and will not embed in PDF Files.

ARTWORK CHECKLIST:

- 3mm bleed
- 100% Scale
- 1-up on a single page
- Convert your text to paths, curves or outlines
- Please ensure that all images are 300dpi
- Nominate all colours as **CMYK**

