

# HOW TO SUPPLY FILES

## 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

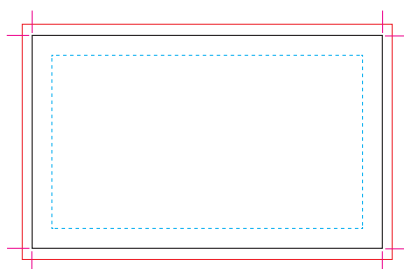
Please build your press-ready digital files by adding 3mm bleed all around. What's a bleed? It is the portion of the card that will be trimmed off when cut to the final size.

### 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 template).



### Business Card

CROP MARKS ————  
MARGIN SIZE - - - - -  
TRIM ————  
BLEED ————

### Fonts

- a. Fonts must be embedded in PDF files.
- b. Fonts must be outlined, converted to paths or object.
- c. 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, objects or outlined
- Please ensure that all images are 300dpi
- Nominate/assign all colours as CMYK

