



ARTWORK SPECIFICATIONS

SMALL FORMAT DIGITAL PRINT

e.g. A4 & A3 posters, brochures, booklets. Max size 520x356.

FILE FORMAT

- We prefer **High Quality PDFs**.
- **3mm bleed** and crops.
- **No bleedmarks, registration marks, colour bars or page information** required.
- Ensure that "No Colour Conversion" is selected when exporting as pdf.
- Other file formats (including Jpeg, Tiff) are accepted, but will require pre-press.

RESOLUTION

- Images should be supplied at **100%** and at **300 dpi** to obtain optimum quality.

COLOURSPACE

- **CMYK**.
- **Spot colours**. Provide Pantone colours for colour matching.
- RGB accepted, however RGB artwork will be converted to CMYK and this will affect your colours.
- Overprinting - please ensure nothing in your artwork is set to overprint as this will affect print quality.

DIELINES

When sending artwork that has a die for cutting and/or foldin please supply three files:

- Art + Die (*This is our visual reference*)
- Art Only
- Die only

** If supplying open artwork, then only one file with separate layers is needed.*

OPEN ARTWORK

Adobe Indesign

- Supply a **packaged** folder including all document fonts and images used in your artwork.

Illustrator

- Include all **embedded images** and convert all **text to paths**/outlines.

Photoshop

- **CMYK** Colour mode.
- Images at **300dpi** at full size.

Booklet Setup

Please supply as
Single Pages
not spreads.

Dielines
MUST be spot
colours and saved
on separate layers.
**DO NOT turn on
overprint.**



ARTWORK SPECIFICATIONS

LARGE FORMAT DIGITAL PRINT

e.g. displays, banners, packages

FILE FORMAT

- We prefer **High Quality PDFs**.
- **10mm bleed**.
- **No registration marks, colour bars or crops required** on artwork with dielines.
- Ensure that "No Colour Conversion" is selected when exporting as pdf.
- Other file formats (including Jpeg, Tiff) are accepted, but will require pre-press.

RESOLUTION

- Resolution is determined by viewing distance, we recommend the following as a guideline:

	VIEWING DISTANCE	MIN. RESOLUTION (ART AT FULL SIZE)	MIN. RESOLUTION (ART AT 50%)
Close	0.5 - 1 metre	300dpi	600dpi
Close - Medium	1 - 3 metres	150dpi	300dpi
Medium - Far	3 - 6 metres	100dpi	200dpi
Far	>6 metres	75dpi	150dpi

COLOURSPACE

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DIELINES

When sending artwork that has a die for cutting and/or folding please supply three files:

- **Art + Die**
- **ART only**
- **DIE only**

** If supplying open artwork, then only one file with separate layers is needed.*

OPEN ARTWORK

Adobe Indesign

- Supply a **packaged** folder including all document fonts and images used in your artwork.

Illustrator

- Include all embedded images and convert all text to paths/outlines.

Photoshop

- **CMYK** Colour mode.

Billboard Setup

60-100mm bleed

Required for wrapping around frame.

Supplying files on a smaller scale?

Name your file with the appropriate percentage.

e.g Filename_HR_50%

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colours and saved
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ARTWORK SPECIFICATIONS

PRINT READY CHECKLIST

HAVE YOU:

- ☐ Labelled the print ready file 'filename_HR'.
- ☐ Included appropriate bleed.
- ☐ Checked for overprinting.
- ☐ Removed un-used colour swatches.
- ☐ Proofed for spelling and grammar.
- ☐ Ensured images are in the correct position.
- ☐ Checked for overset text.
- ☐ Downsized links to 100%.
- ☐ Checked all images are correct resolution.

TIPS AND HINTS

- Watch out for text and images near gutters and margins.
- Solid dark colours over fold lines may cause cracking on paper stock if not scored.
- Transparency effects over spot colours can result in boxing. Convert to CMYK.
- To achieve a rich black create a swatch mix of C=30/M=30/Y=30/K=100.
- Standard rigid substrates sheet size 1200x2400 (please check with BASELINE first).
- Flattened photoshop files will speed up printing time.
- When working with a double sided die-cut shape, remember to mirror the die-cut on the reverse side and centre artwork on both pages.



PRODUCT TEMPLATES

RECEIVING & SUPPLYING OPEN TEMPLATES & DIE LINES

FILES SUPPLIED WILL HAVE

- Notes layer
- Cutpath/Dieline layers
- ART layer
- Bleed area

USING THE TEMPLATE

- It is best practice to work with the template in the original application it was designed.
You can place a pdf into a different application. However, this MUST be 100% and your artboard MUST match the supplied size
- Do not resize or change the proportion.
- Do not change the names or colours of the dieline spot colours.
- Avoid important text and image placement near crease lines, joins or cutpaths.
- V-cuts are produced on the back of the substrate to create clean folds.
- Keep the dieline layer locked while preparing the artwork.

FINAL ART

Re-supplying as PDF

- Turn off the notes layer.
- Supply three files:
 - ART + DIE
 - ART only
 - DIE only
- Ensure that "No Colour Conversion" is selected when exporting as pdf.
- See further notes on our Large Format document.

Re-supply in native format

- Adobe Indesign - All document fonts and images used in your artwork are supplied by packaging the file.
(In Indesign, go to File > Package). Ensure fonts, linked graphics and include PDF are all ticked.
- Illustrator - Include all embedded images and convert all text to paths/outlines.