

How To Send Print Ready Artwork

To ensure your artwork is **'PRINT READY'** please ensure that it meets the following requirements:

FILE FORMAT

Our preferred format for accepting artwork is as a high resolution PDF.
(If you need any help creating your PDF, please contact us 0191 238 6008)

RESOLUTION

Any images sent, or indeed used within a document, need to be at least 300 dpi to print clearly, otherwise they may appear bitmapped, fuzzy, distorted or pixilated. **NB: most images found on the internet are 72 dpi and while they will look fine on screen, they are generally not suitable for professional printing.**

COLOURS

Files for **DIGITAL** printing **MUST** be set up as **CMYK** for colours to print accurately. Files that are sent to us using RGB, Pantone, or spot colours will be automatically converted to CMYK which may cause some change to your colour(s).

*NB. Our calibrated CMYK digital printing presses use different technology to your home or office colour printers and computer monitors. Therefore if you print off your artwork, or view it on screen, the colours you see will not be an accurate representation of what will be printed by us. If you require us to match your colours, you **MUST** send in an example of the colour to match to (even if we have printed it before). However most, but not all, colours are achievable using CMYK, and so if we cannot match your colour we will inform you before printing.*

PROOFS

It is our policy to provide you with an electronic (PDF) proof of your artwork prior to printing, even if we have been provided with a PDF, but if we have to colour match, have specific instructions to, or have any other issues, we will provide a hard copy proof on the correct stock for you to check.

FONTS

If we don't have the font you have used, it will be automatically substituted for an alternative font. This means your final printed job will differ from the artwork you have on your machine. To avoid this happening, please **embed** or **outline** all the fonts used in your document before sending us the final artwork.

CROPMARKS

The PDF file **ALWAYS** needs crop marks included so we know where to trim your artwork once it is printed.

BLEED

Please include a **MINIMUM** of **3mm BLEED** on each side of your artwork.

NB. A bleed is an area of your image that is outside the final cut of your printed job. It is used to extend an image, colour or line beyond the artwork edge. This means we are able to guillotine the finished product without leaving a white line. For example; if you want your business card background to be entirely blue, you must bleed the blue colour past the edge of the final size of your business card. This prevents a white line down one or more edges of your print, caused by very slight variations in guillotining and trimming (which can be $\pm 1\text{mm}$).

TEXT

We strongly advise that any text should be at least 5mm away from the edge of the finished size.

PAGINATION/PAGE SET UP

The PDF files of your document should be provided as one single file, with the crops and bleed, which should be set up in **page order** (i.e. cover, inside cover, p1, p2, p3, etc ending with the back cover). Our imposition software will automatically paginate the document, so we **DO NOT** need spreads.

Remember - if you require a booklet, your page count must go up in fours.

FILE DELIVERY

Files can be sent to us via email (up to 30Mb), or via our website www.callnps.co.uk if it is a particularly large file. We also accept files on CD/DVD/memory stick.

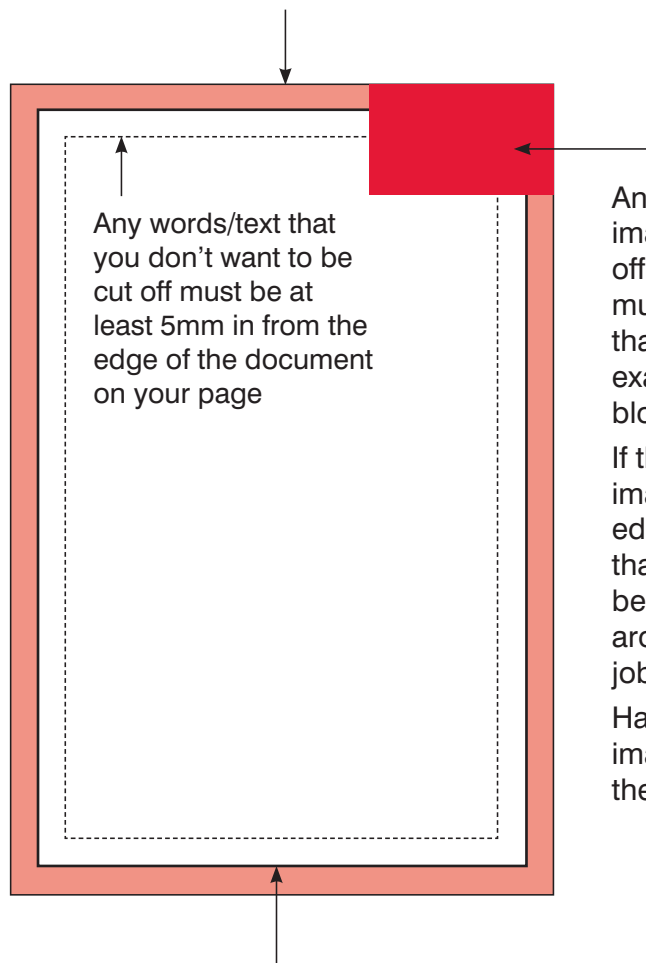
FINALLY...

If we are not able to print directly from the file you sent us, we will contact you and ask for the artwork to be re-saved and sent again. This may result in a delay in you receiving the final printed job. If these guidelines are followed this should be avoided!

Remember: If you need any help or advice with any of the steps here, please contact us on 0191 238 6008 and our highly skilled team will be happy to talk you through!

Bleed

Document size including 3mm bleed on each edge:
(For Example: 61mm x 91mm for a 55mm x 85mm card)



Any words/text that you don't want to be cut off must be at least 5mm in from the edge of the document on your page

Any area of colour (or image) that is going to come off the edge of the page, must go off by 3-5mm so that the job can be cut down exactly and still include the block of colour/image.

If there is no bleed and the image only goes up to the edge of the sheet, it is more than likely that there will be a very thin white line left around the edge when the job is cut.

Having the block of colour/image bigger than the size of the card will eliminate this.

Document size when cut

NB. If you are setting up your artwork using Photoshop, please make sure that the actual size of the canvas you work on includes the bleed, and the document is saved at 300dpi.