signshere
the complete sign service

Artwork Guide

Contents / Checklist

This guide will cover the key elements you must be aware of when creating a file for print.

Please use this as a checklist when designing your job and submitting it for print.
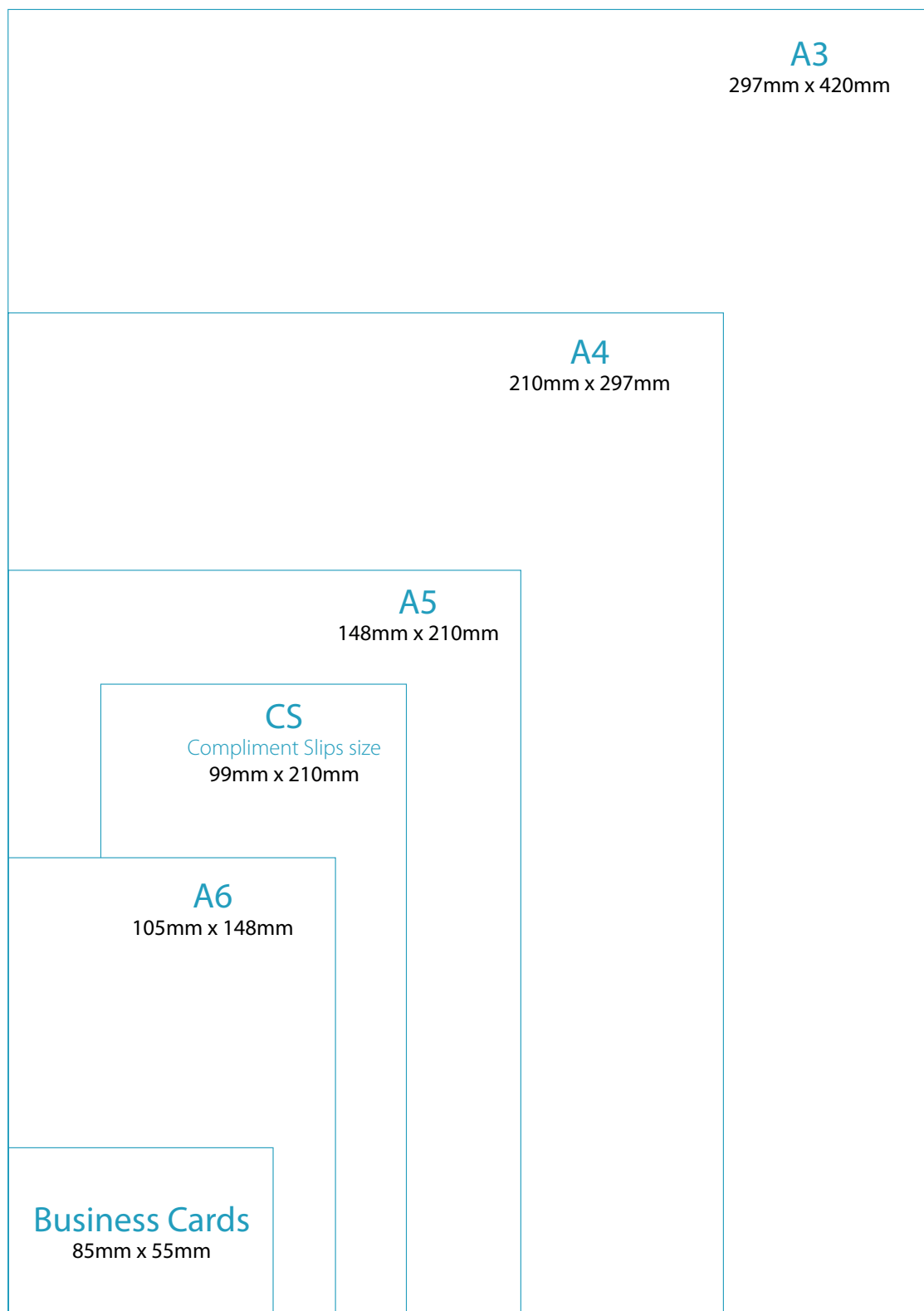
the basics

booklets

print ready

getting your files to us

When you have placed your order and your files are ready you can:

- **If under 8mb** e-mail to info@signshere.co.uk quoting your order number
- **If over 8mb** please do not e-mail the files, we recommend using a file sending web site such as yousendit.com to send the files to us.
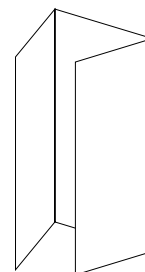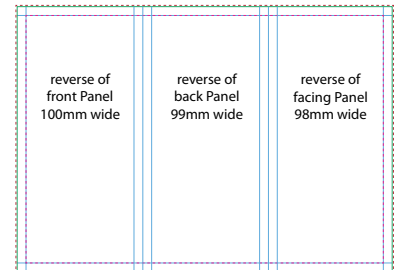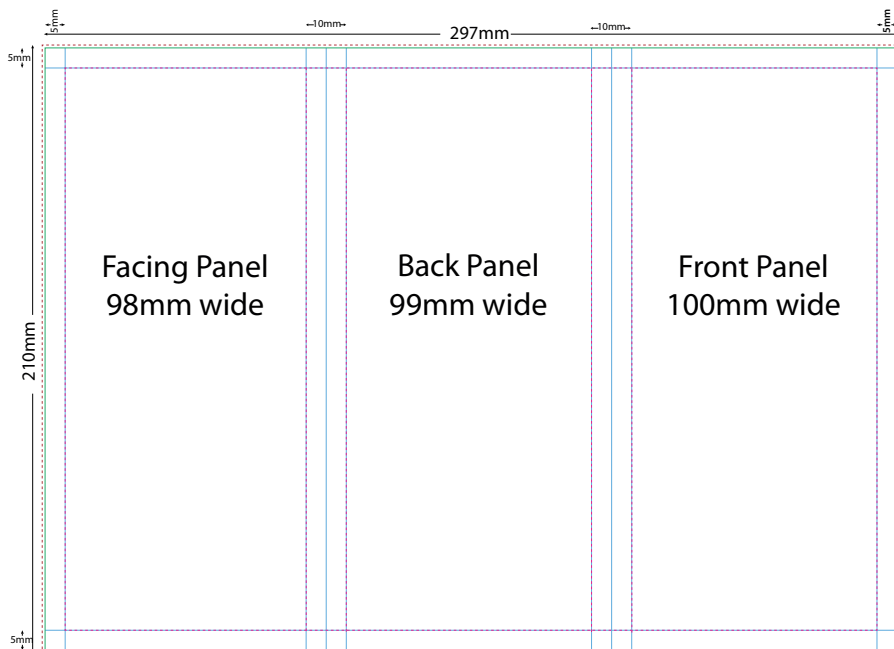
the basics
Sizes

Here are the standard page sizes for your design jobs

A3
297mm x 420mm

A4
210mm x 297mm

A5
148mm x 210mm

CS
Compliment Slips size
99mm x 210mm

A6
105mm x 148mm

Business Cards
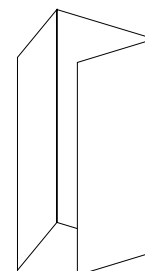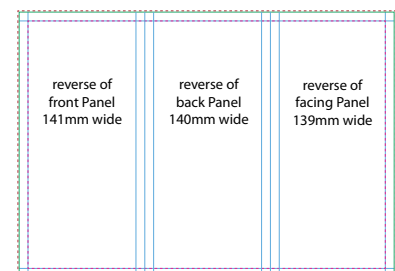85mm x 55mm

Tri-Fold Leaflets

A little more set up time is required when designing a Tri-fold leaflet.
Below is a template showing the basic setup of the panels in your document

A4

5mm ←10mm→ 297mm ←10mm→ 5mm

5mm

210mm

Facing Panel 98mm wide	Back Panel 99mm wide	Front Panel 100mm wide

5mm

reverse of front Panel 100mm wide	reverse of back Panel 99mm wide	reverse of facing Panel 98mm wide

- - - - - - no text beyond this line
———— gutters and borders
- - - - - - 1mm bleed
———— finished page edges

A3

5mm ←10mm→ 420mm ←10mm→ 5mm

5mm

297mm

Facing Panel 139mm wide	Back Panel 140mm wide	Front Panel 141mm wide

5mm

reverse of front Panel 141mm wide	reverse of back Panel 140mm wide	reverse of facing Panel 139mm wide

- - - - - - no text beyond this line
———— gutters and borders
- - - - - - 1mm bleed
———— finished page edges

Bleed

Trim Box
Bleed edge
NO BLEED REQUIRED
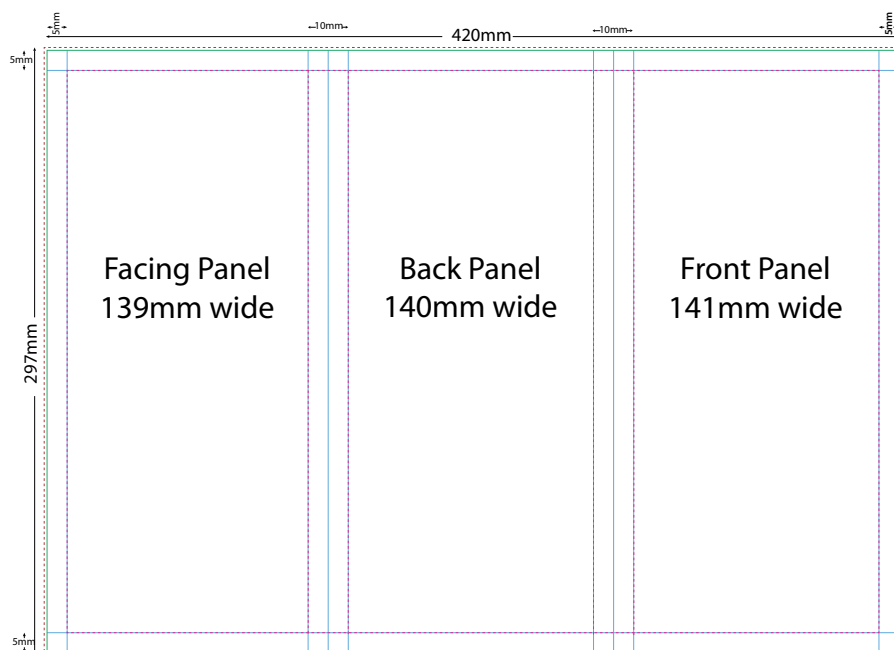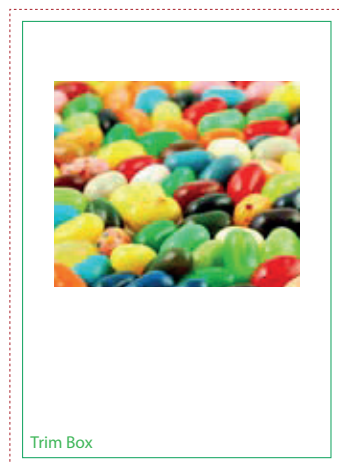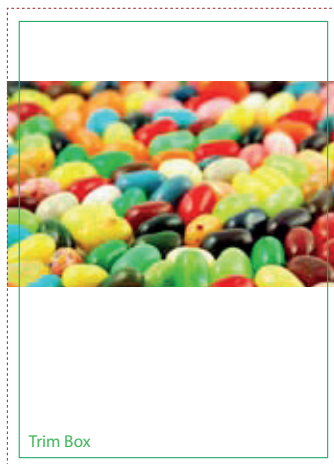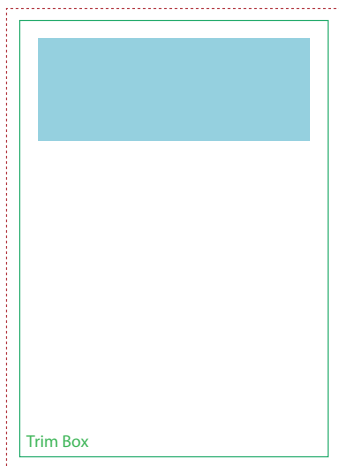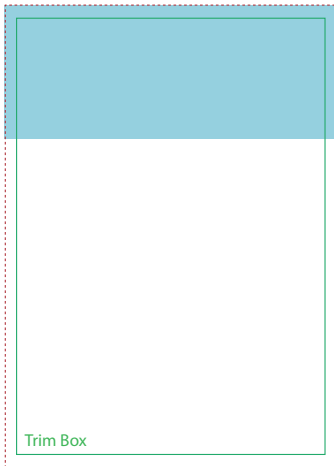
Trim Box
Bleed edge
BLEED REQUIRED

Please ensure all jobs have 3mm bleed if required. To determine if bleed is required please see diagrams on this page.

Bleed is required when images, colour or text go right to the edge of your page. To create a bleed simply extend your image(s), colour(s) or text 3mm over the edge of the page

Trim Box
Bleed edge
NO BLEED REQUIRED

Trim Box
Bleed edge
BLEED REQUIRED

Trim Box
Bleed edge
NO BLEED REQUIRED

Trim Box
Bleed edge
BLEED REQUIRED

TOP TIP

For a more professional look, keep a margin/ quiet border of at least 5mm from the trimmed edge of your artwork.

PLEASE NOTE: If making a PDF for print, please make your PDF page size large enough to incorporate the bleed i.e. if your flyer is A5 with bleed, make your PDF page size A4, etc.

Images

Please try to ensure all images in your design file are high-res, the standard for which is 300dpi (dots per inch). The lower the dpi the worse your image(s) will look when printed, so please bear this in mind when scanning, manipulating or sourcing images for your job.

PLEASE NOTE: Images and logos saved from websites are most likely to be between 72-96dpi and are therefore unsuitable for print.

We recommend your colour images be CMYK, however any RGB images will be automatically converted to CMYK which may result in a small colour shift (see p7 for details).

Fonts

Print Ready jobs
PDF – please ensure you embed all fonts when making your PDF.
EPS – please ensure you convert all fonts to outlines when making your EPS.

File Assist jobs
Please ensure all fonts used in your design file are included with your job, or converted to curves/paths/outlines prior to submission.

Margins

QUIET BORDER
5mm from trimmed page, and images/text.
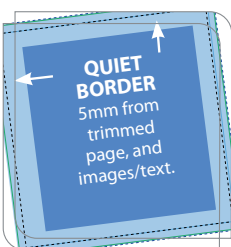
A "Margin or Quiet Border", (i.e. an area where no text or logos should be present), of at least 5mm from the trimmed edge of your artwork should be observed. This will avoid any part of your design appearing too close to the edge of the page and will give your job a more professional appearance.

Colour Density

Please ensure that your total CMYK colour values do not add up to more than 340% as this density of ink may cause set-off and mark the reverse of your job. This would give a maximum colour value of C 85 M 85 Y 85 K 85 or equivalent, although it is recommended that colours should be kept well below this maximum. Please be extra careful if RGB colour has been used, as RGB colours often exceed this maximum once converted to CMYK.

Colours

spot colours

Please ensure all colours in spot colour jobs are assigned Pantone colours (or are 'Black'). CMYK and RGB colour used in spot colour jobs will result in your job being rejected. Our standard print products are not spot colour jobs so please don't use these unless you have been quoted for them.
PLEASE NOTE: Do not use fountain fills in spot colour jobs as this will cause your job to be rejected.

RGB colours

Please do not use RGB colour for fills and outlines in full colour jobs as the resulting colour may not be as expected once converted to CMYK for print.

Overprint colours

Please note that if you accidentally set a fill or line to overprint, the final printed job will NOT look as it does in your design file, since all inks are transparent.
(Top Tip: Once you have created your PDF for printing (see page 8) view it In Acrobat Professional and go to the drop down menu Advanced/Print Production and activate Overprint Preview. In this view you will be able to see if you have inadvertantly left any Overprints on your job)

black

Please ensure all black text and fills have the colour value C0 M0 Y0 K100. Try to keep text below 12pt in black whenever possible, as small coloured text may not look as sharp once printed. Large solid areas of black can be 'beefed up' with the addition of 60% Cyan (C60 M0 Y0 K100) resulting in a deeper looking black known as 'rich black'.

fountain fills & transparencies

Please do not use fountain fills in spot colour jobs as this will cause your job to be rejected.
Fountain fills in full colour jobs are fine.
PLEASE NOTE: If you have a spot colour job containing a fountain fill please supply us the native design file as File Assist and we will convert the fountain fills to a printable format.
Please do not use transparencies in Microsoft Word or Publisher as this will result in your job being rejected.
Please flatten any transparencies in Adobe Illustrator prior to submitting your file.

spot to process colour conversion

When Pantone colours are converted to CMYK for full colour printing a change in colour is inevitable, it is impossible to exactly replicate spot colours using CMYK inks.

Similarly, with RGB images, when they are converted to CMYK, there is a colour shift.

Please allow for this colour shift when designing your job.

vector/bitmap colours
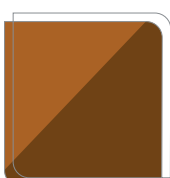
Please note that areas of colour which have vector fills will appear different to areas of colour which have bitmap fills **once printed** even when the colour values are identical. This means that a 'join' will be visible where vector colour meets bitmap colour. This will be more pronounced if RGB colour has been used after the conversion to CMYK has taken place. **The solution is to extend your bitmap colour out in a bitmap package (such as Photoshop) avoiding the joining of vector and bitmap colour completely.**

Booklets

PAGE SIZES
A6 105 x 148mm   **A5** 148.5 x 210mm   **A4** 210 x 297mm

PAGE ORDER
Please supply your booklets in single-page format running in the correct order from start to finish *i.e. a 20 page booklet will run from pages 1-20, page 1 being the front cover and page 20 being the back cover (please do NOT place the back cover on Page 1).* **Please do not supply your booklet as printers' pairs or as spreads.**

CREEP
The closer you get to the centre pages of a booklet, the more has to be trimmed off the page edges. Our imposition software does make allowances for this. However, it is recommended that you do not have text (esp. page numbers) or images too close to the edges of your booklet pages. A gap of around 5mm or more is recommended.

print ready
PDF Creation

Please create PDF and EPS files from vector packages (Corel, Freehand, Quark, Illustrator, etc). Please do not save files from vector packages as Tiffs or Jpegs.

Please create Tiffs and Jpegs from bitmap packages (Photoshop, Photopaint, PhotoImpact, etc). Please do not save files from bitmap packages as PDFs or EPSs.

PLEASE NOTE: EPS files MUST be supplied with crop marks to show where the job is to be cut.

PDF CREATION
When creating your PDF to submit for print please use a recognised PDF-maker such as Acrobat Distiller to make your PDF. Using a design package's own PDF maker may result in your job being rejected.

Always save as a **High Quality** or **Print Quality PDF**.
If using **Acrobat Distiller** then choose **PDF/X-1a:2001** from the drop-down list.

When creating your PDF please embed all fonts.

If your job has a bleed please ensure you chose a large enough PDF page size to accommodate the bleed *i.e. if you design an A6 flyer with a bleed, make your PDF page size A5.*

Please create your PDF with crop marks if possible.

Please supply all files as 1Up as we will deal with the imposition at this end.