

# > Artwork specifications

## **File type required**

PDF only.

## **Fonts**

Must be converted to curves or outlines.

## **Bleed**

Minimum 3 mm on each edge.  
(Bleed is the part of the image that will be trimmed off.)

## **Safe margin**

5 mm on each edge.  
Any part of the design that you don't want to risk being cut off should be within this safe margin. It doesn't need to be marked on the artwork – just bear it in mind when creating your layout.

## **Crop marks**

These should be included in the file.

## **Page size**

Ensure that the artwork is set up to the correct page size. If you are supplying the artwork at a different size (e.g. 50%), please note this in the file name.

## **Colour format**

All colours must be CMYK (not RGB). Printer inks are CMYK, and the colour gamut is smaller than that of RGB.

## **Spot colours**

If used, spot colours should be supplied as Pantone PMS colours (not CMYK or

RGB). Please include a list of the spot colours used in your artwork.

## **Resolution**

Recommended resolutions (in dpi – dots per inch) for best results:

Banners: 150+ dpi  
Posters and flyers: 300+ dpi  
Business cards: 450 dpi

Note that using software to manipulate low-resolution values to re-save the artwork at a higher resolution does not improve the image quality. Artwork must be created at high resolution to begin with.

## **Transparencies**

All transparencies within art files should be flattened.

## **Page only**

When exporting, be sure to include only the elements on the page, and not any elements that are in the workspace but not in the visual area.

## **Pull-up banners**

Bleed on bottom edge: 200 mm  
Safe margin on top edge: 30 mm.

## **Cutting profiles**

If a cutting profile is required, please include it as a separate layer, 100% magenta, outline only.



## Key

- Red solid line is the page area.
- Blue dotted line is the bleed – the 'extra' to be cut off.
- Green dotted line is the safe margin. Notice that Bob's pricing in particular is not only hard to read, but is also at risk of being cut out of the design altogether, along with part of his heading text and the stars along the top.