

Artwork Guide

Tips about creating print-ready artwork

03 9482 2222

sales@sustainableprintingco.com.au

sustainableprintingco.com.au



Contents

Standard Product Sizes	2
Artwork Requirements	3
How to Create Print-Ready Files	5
General Tips	6
Colour Guide	7
Sending Us Your Print Files	9



Standard Product Sizes

Business Card	90 x 55mm
A6	148 x 105mm
DL	210 x 99mm
A5	210 x 148mm
A4	297 x 210mm
A3	420 x 297mm
A2	594 x 420mm
A1	841 x 594mm
A0	1189 x 841mm
6-Panel DL	Flat: 210 x 297mm Folded: 210 x 99mm
4-Panel DL	Flat: 210 x 298mm Folded: 210 x 99mm
4-Panel A4	Flat: 297 x 420mm Folded: 297 x 210mm
4-Panel A5	Flat: 210 x 297mm Folded: 210 x 148mm

Artwork Requirements

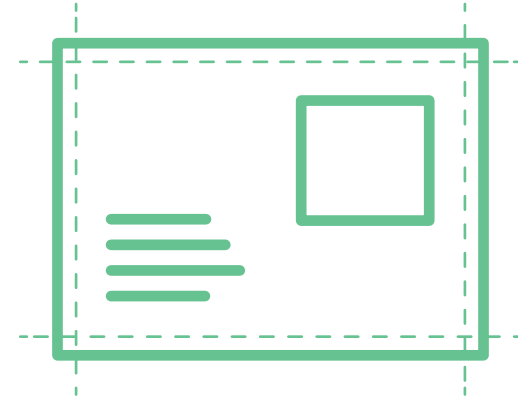
In order to produce the best quality finish, we require artwork to be supplied as a high resolution PDF with 3mm bleed (5mm bleed for books) and trim/crop marks. Here are some details about what this means.



Bleed

Bleed refers to the area beyond the trim edge of your print file. It is necessary to ensure your design extends right to the edge of the page after trimming.

There is a small degree of movement during the printing process and adding bleed ensures you are not left with unintentional thin white borders on your job. For this reason, **3mm bleed** (5mm for books) on all edges is required.

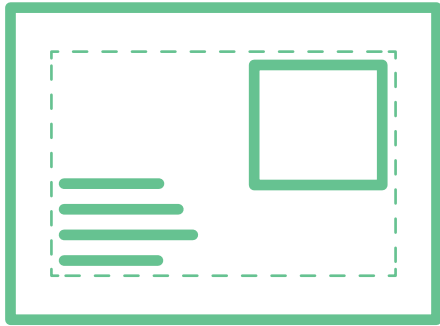


Artwork Requirements

Text Area

On smaller jobs such as business cards, stickers and postcards, we would recommend adding at least a 5-10mm **margin** when adding important content such as names, phone numbers and email addresses. On larger items such as books and brochures, a 10mm-15mm margin is a good idea.

If your text is too close to the edge of the page, it can look odd once trimmed and also risk being trimmed off during production.



Trim/Crop Marks

Trim marks, also known as crop marks, are thin lines printed on the corners of your job to show the printer where to make their **final trim**.



How to Create Print-Ready Files

Below are some helpful online tutorials about creating print-ready PDF files with bleed and trim marks:

InDesign



Illustrator



Canva



Photoshop



General Tips

Printing Borders

Narrow borders, or borders placed too close to the edge of your design may result in uneven borders after printing/trimming.

Please note: Borders are not the same as internal bleed. We recommend that all borders are at least 5mm in width and/or placed 5mm inside the trim edge.

Fonts

All fonts must be converted to **outlines** (recommended) or embedded to ensure the correct font prints on your job. Failure to do this may result in a default font being used to replace a missing font.

High Resolution Images

We require all images to be **300dpi (dots per inch)** and of good quality. If these requirements are not met then we cannot guarantee the quality of the printed image.

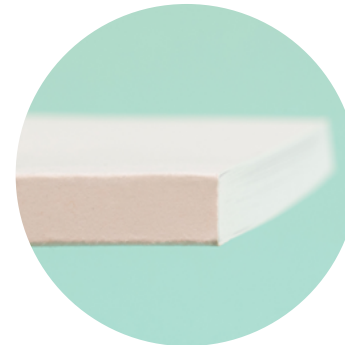
For images to print looking sharp and clear, they need to be high resolution. The standard is 300dpi. In general, images downloaded from the internet are low resolution (72dpi) and, even though they look great on screen, they will look pixelated (blurry or fuzzy) when printed.

Printing Envelopes

The key rule for printing envelopes is to leave a **15mm 'grip'** margin at the top edge of your envelope. This means no print or design within the 15mm margin. This will allow your envelopes to be pulled through the printing press. If you require full colour coverage, we can manufacture custom envelopes, **contact us** for a quote.

Perfect Binding

Perfect binding is a form of booklet making in which the cover and text pages are **bound along the spine**. Perfect Bound Books have specific artwork set up requirements. It is very important that your artwork is created correctly, please enquire if you are unfamiliar with how to create artwork for a perfect bound book.



Colour Guide

There are many factors that contribute to final printed colours. Paper choice, print machinery and your colour setup all play a key role. Below is a brief description of some common terms and tips for printing colour.

CMYK

Stands for **Cyan, Magenta, Yellow and Key (Black)**. This is the most common colour set up for jobs produced at Sustainable Printing Co. Our printing presses combine many tiny dots of CMYK ink to create the many different shades of colour.

We recommend setting up and supplying your files in CMYK to avoid the risk of printing a strange or incorrect colour result.

Pantone

Pantone Inks are a universal **colour matching system**, that involves pre-mixing inks to create very specific colours that CMYK cannot. The costs are significantly dearer. We recommend your files be supplied in CMYK as the majority of our printing is done in CMYK.

RGB

Means red, green and blue. It's the combination of these primary colours that allow you to see colour on computer screens, digital cameras and mobile phone screens.

Our printing is produced in CMYK, **not RGB**. A file supplied in RGB will automatically be converted to CMYK when printing. Please note, this can lead to a variation in the desired printed colour. To avoid this, we strongly recommend converting RGB files to CMYK, and submitting your print files to us in CMYK.

Colour Tolerance

Printing colour will vary for many reasons. Paper choice, CMYK values, print processes and print finishing **can all impact the final colour output**. Please note that this can lead to a variance in the desired colour. We will do our best to keep it consistent but there is a colour tolerance.



Colour Guide

Printing Black

Please set up your file as **100% black only**.

C: 0%

M: 0%

Y: 0%

K: 100%

Printing White

Please set up the white area on your print file as a separate layer, specifically titled (with a capital W) as: **White**. Any jobs featuring white must be quoted separately.

Printing Gold

Please set up the gold area on your file as a separate layer, specifically titled (with a capital G) as: **Gold**. Any jobs featuring gold must be quoted separately.

Printing Silver

Please set up the silver area on your file as a separate layer, specifically titled (with a capital S) as: **Silver**. Any jobs featuring silver must be quoted separately.



Sending Us Your Print Files

We can accept files (under 10mb) via email.

Larger sized print files can be uploaded via our website when placing your order or via Dropbox, WeTransfer or Yousendit.

