

BAFFLING BLEED & CROP MARKS

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ALL YOU NEED TO KNOW ABOUT SUPPLYING ARTWORK
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- ① Page layout
- ② Colours
- ③ Images
- ④ Credit
- ⑤ Bleed
- ⑥ Crop marks
- ⑦ FAQs



1 Page layout

With every piece of artwork there are 3 key areas that need to be considered:

1 Trim size

This is the actual size of your artwork. This is the size we will trim your artwork to once finished.

2 Bleed

Bleed is the space outside of the trim line. We need 5mm bleed on all sides. This is to make sure the artwork runs all the way to the edge and doesn't end up with a white paper edge.

3 Text safe area

This is the area on the inside of the trim line. We advise leaving 4mm of space without any text or logos. This will prevent important information from being trimmed off.

EXAMPLE



Bleed has been added and text is within the safe zone.



The artwork stops at the trim line and the text isn't within the safe zone.

2 Colours

It is important that colours are set up correctly in your design program and images.

1 CMYK

This stands for Cyan (light blue), Magenta (pinkish red), Yellow and Black. Please ensure all images, blocks of colour and text are set to CMYK.

2 Pantone / spot colours

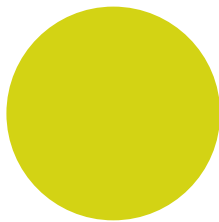
Pantone / spot colours are 100% of one colour. Rather than a mixture of CMYK. We offer spot colour printing on stationery items.

3 RGB

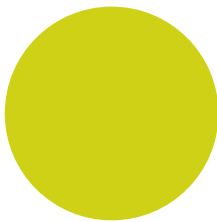
RGB is used on monitors, scanners and digital cameras. Original images taken in RGB need to be converted to CMYK in Photoshop before using them in your design. If images are not converted to CMYK we will do this which may result in slight colour differences.

4 Colour tolerance

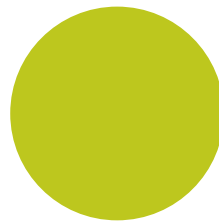
Colour variation is inherent in any print process and will vary from print run to print run. The examples below will give you an idea of how your chosen colour may actually look when printed.



- Lower tolerance



Chosen colour



+ Upper tolerance

5 Fine lines and tints

For best results with fine lines and thin text use 100% of one or two colours and do not use tint shades lighter than 30%. We do not recommend using any tints lower than 8% in any solid areas of your artwork.

6 Layering colours

There needs to be a bit of contrast between layers of colours.

EXAMPLE



There is enough contrast between the two shades of green for it to print.



The colours are too close to one another and would not print very well.

3 Images

1 File formats

We recommend saving images as Photoshop PSD or TIFF files. Other formats such as JPEG compress the image causing image and colour quality to be reduced.

2 Resolution

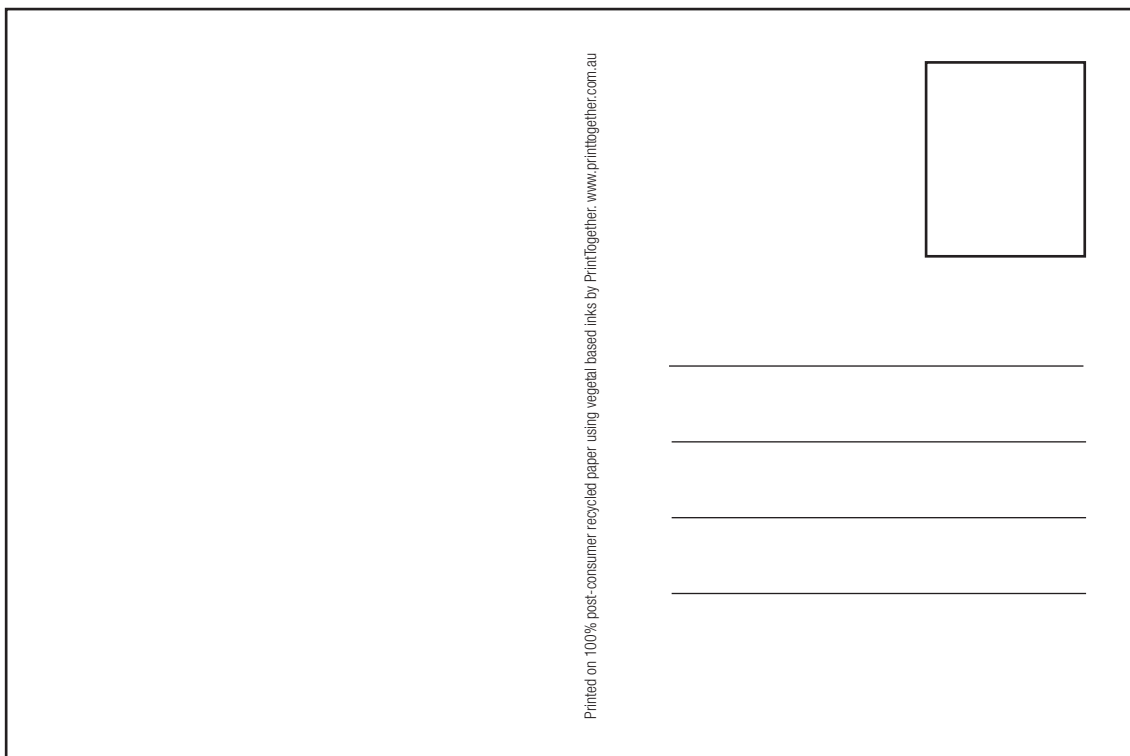
All images need to be 300dpi and actual size or bigger. If images need to be increased in size we do not recommend going over 140% otherwise blurring may occur. Images taken from the internet or digital cameras will be set at 72dpi. These need to be resized to 300dpi.

3 RGB to CMYK

All image need to be converted from RGB to CMYK. We advise doing this prior to designing your cards. If images aren't converted we will do this pre-production which can result in colours changing slightly.

4 Paper and printing credit

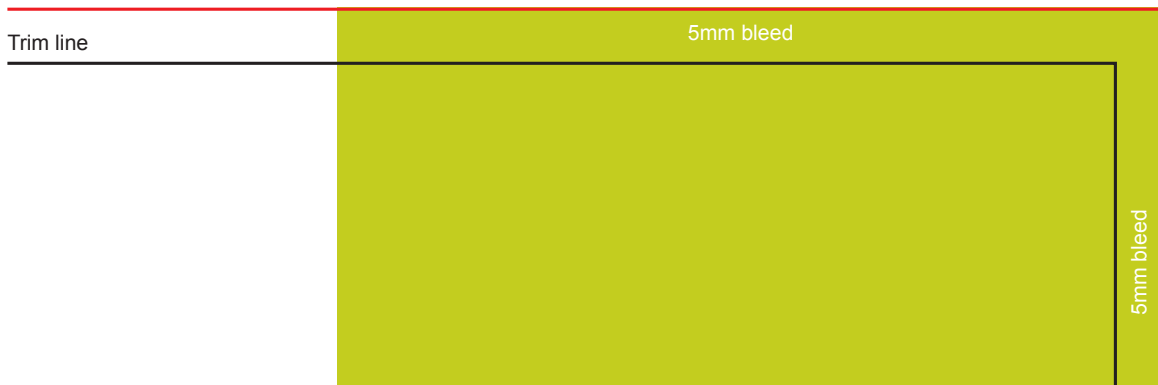
PrintTogether can add a recycled paper and printing credit if requested. Please see example below.



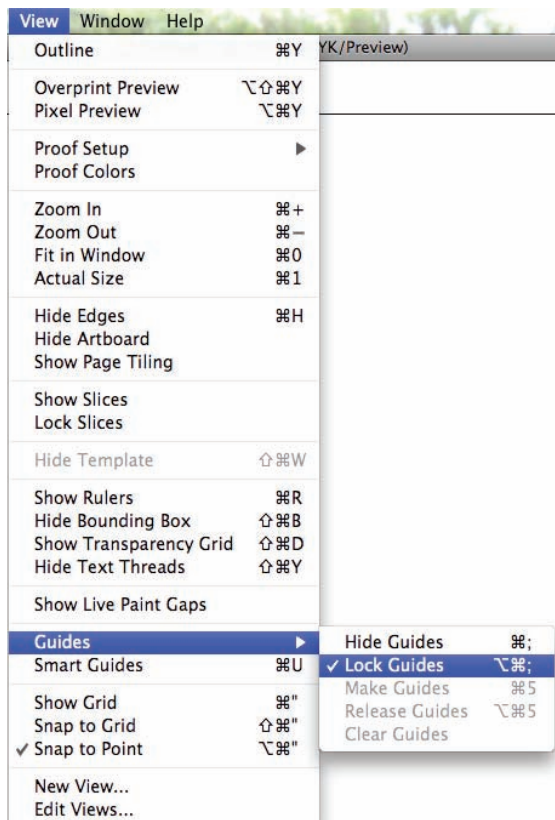
5 Adding bleed

1 Adding bleed in Illustrator

- Any images or colour running to the edge of the document needs to include 5mm of bleed.
- Set your Illustrator document to the actual size.
- Add guides 5mm out from the document edge to remind you.



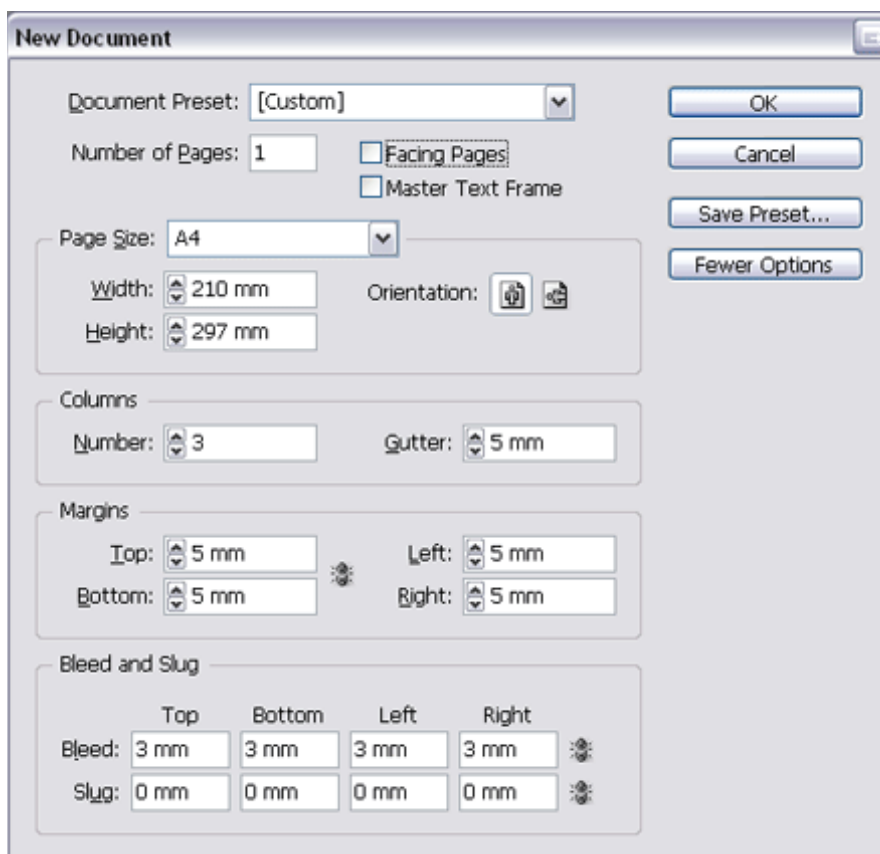
- If you don't see any rulers, click on View > Show Rulers.
- Also make sure your guides aren't locked before you try to drag them out onto your page. To unlock Guides click on View > Guides > Lock Guides and the tick next to the Lock Guides will disappear.



5 Adding bleed

2 Adding bleed in InDesign

- Any images or colour running to the edge of the document needs to include 5mm of bleed.
- Under the New Document menu you will notice options for Page Size, Margin and Bleed. All you need to do is enter in 5mm as shown in the picture below, and InDesign will set up the red bleed guides for you.
- You then just need to drag any images or colour close to the edge out to the 5mm red guide lines.



6 Adding crop marks

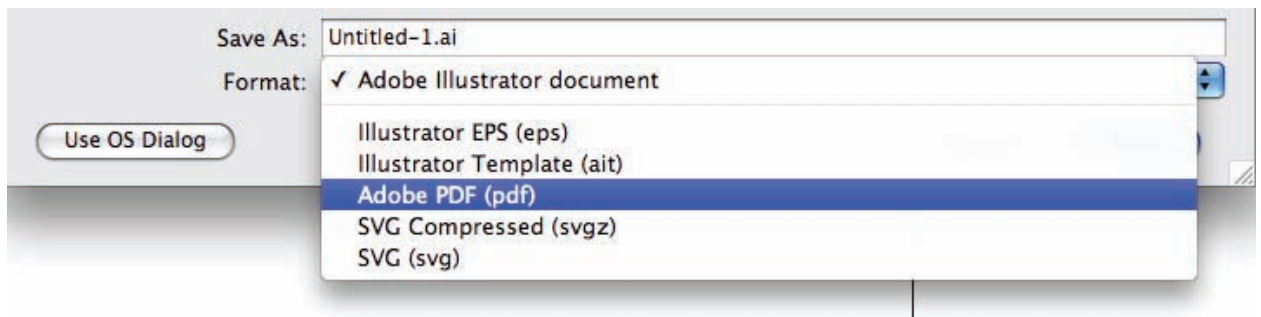
Crop marks are the small lines around the edge of the document that tell us where the paper needs trimming. Crop marks are usually hairline or 0.25pt in thickness and are in Registration Black.



1 Adding crop marks and creating a press ready PDF in Illustrator

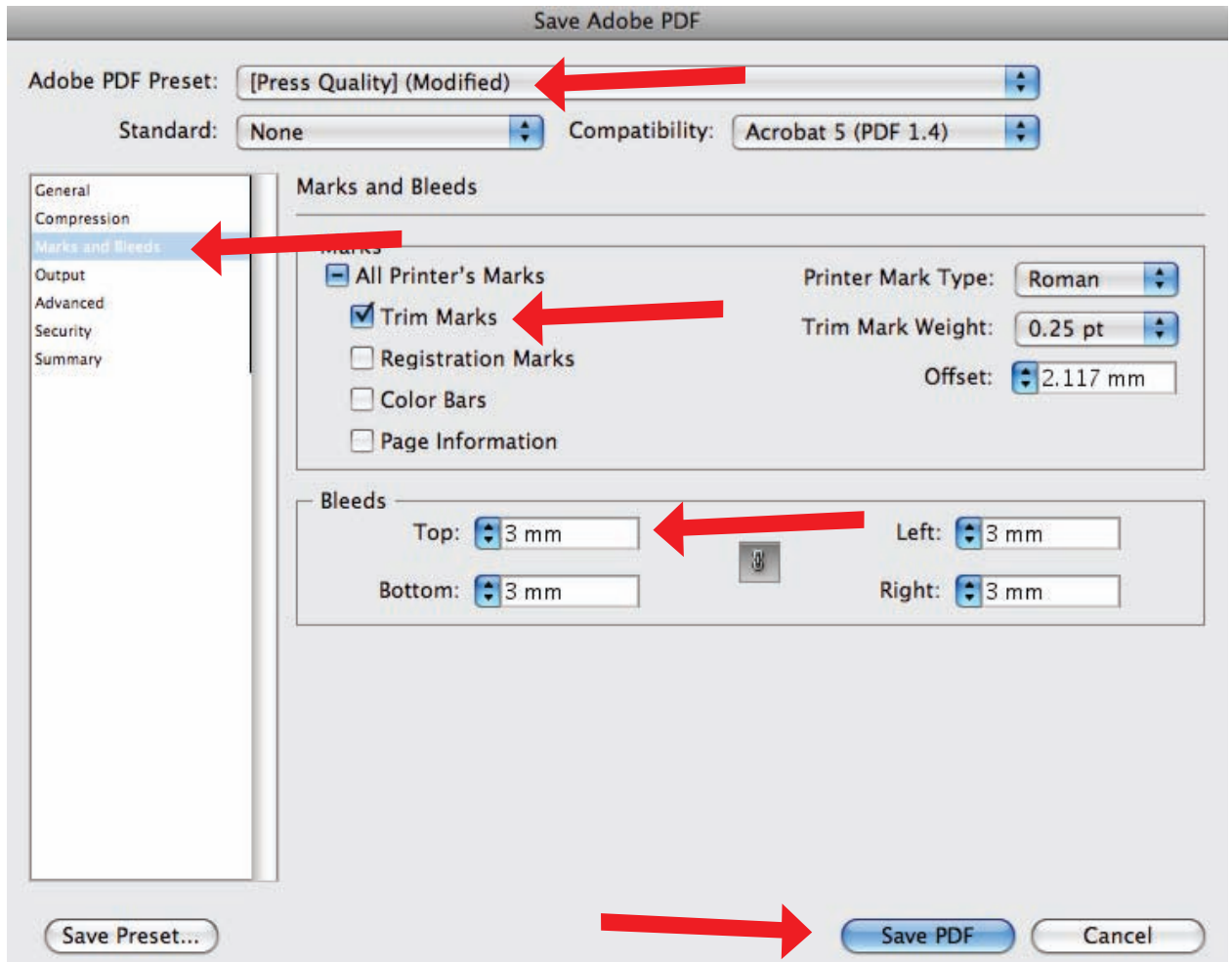
There are a few ways to add crop marks in Illustrator. The easiest is shown below.

- Click on File > Save As > Choose Adobe PDF (pdf).



6 Adding crop marks

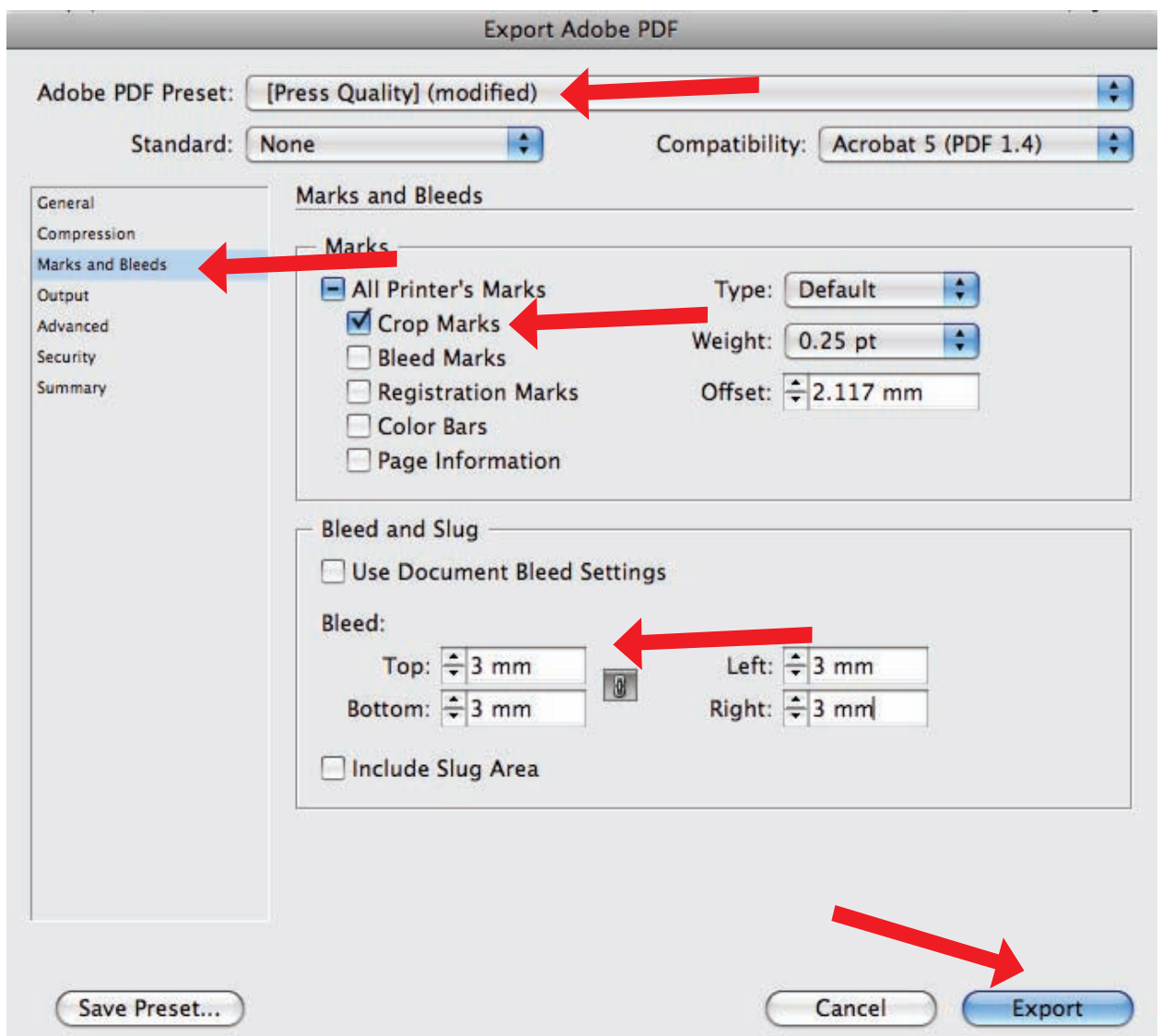
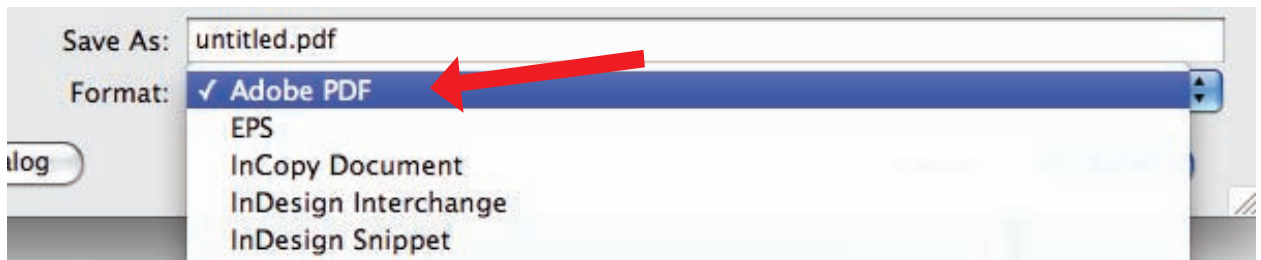
- Choose Press Quality for Adobe PDF Preset.
- Click on Marks and Bleeds in the left hand menu, and you will see the dialogue box below. Click on the box next to Trim Marks. This will add crop marks to your file.
- Make sure you also have 5mm bleed in the bleeds boxes.
- Click Save PDF. This is now a 'Print Ready' file that PrintTogether can directly print from.



6 Adding crop marks

2 Adding crop marks and creating a press ready PDF in InDesign

- Click on File > Export > Choose Adobe PDF (pdf).
- Choose Press Quality for Adobe PDF Preset.
- Click on Marks and Bleeds in the left hand menu, and you will see the dialogue box below. Click on the box next to Crop Marks. This will add crop marks to your file.
- Make sure you also have 5mm bleed in the bleeds boxes.
- Click Export. This is now a 'Print Ready' file that PrintTogether can directly print from.



7 Frequently asked questions

I have an existing design but I just want to make minor amends, do you do that?

Yes we can help out. Send us everything you have and details of what you have in mind. We can then give you an estimate to rework your artwork for you.

Do you also design logos?

We sure do! We have a team of designers that can help you create a kick ass brand to wow your new customers.

What about outputting from Photoshop?

We do not recommend designing cards with text in Photoshop. Text will print blurry when supplied from Photoshop. We suggest working on images in Photoshop and then bringing the images into InDesign or Illustrator to add text.

What about outputting from Word, Powerpoint or Pagemaker?

We do not recommend designing cards in Word, Powerpoint or Pagemaker. These programs are great at other things but they are not suitable for professional design. We would suggest speaking with one of our designers to easily create a beautiful and professional design.

Can I scan my existing card and supply you with that to print?

No. Scanning existing printed artwork will not give a good result. Talk to us about having your card recreated or redesigned. It is easy for us to do, it won't cost you much and you will end up with the most professional result.

Still not sure?

Put your feet up and talk to us about doing your creative design. We can professionally design your materials at an affordable rate.

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