

---- BLEED
---- TRIM
---- IMAGE SAFE AREA

INSTRUCTIONS FOR PREPARING ARTWORK

FILES & ACCEPTED FILE TYPES > Please provide all artwork as a high resolution print-ready **CMYK .pdf** files where possible. We will accept **EPS** files as long as all images are embedded and fonts are outlined. We will accept **JPG & TIF** files as long as they are in **CMYK** and are **300dpi at actual size**. Please supply all files in **pages**. Do not supply in spreads.

DPI - DIGITAL PRINT > Artwork must be supplied at **300dpi at actual size**. For larger banner items it is acceptable to provide artwork at **50% scale at 600dpi** or **25% scale at 1200dpi**.

DPI - LARGE FORMAT PRINT > Artwork must be supplied at **150dpi at actual size**. For larger banner items it is acceptable to provide artwork at **50% scale at 300dpi** or **25% scale at 600dpi**.

BLEEDS > Keep graphical elements within **Green Image Safe Area**. Background must be extended to **Blue Bleed Area**. All elements must be in the **Pink Trim Area**.

COLOUR SETTINGS, COLOUR MARCHING & SPECIAL COLOURS > All goods are printed in digital **CMYK** unless otherwise specified. Please ensure that all PMS and RGB colours, images and modes have been converted. We will not accept responsibility for colour shifting that may occur as a result of incorrectly supplied files. If you require colour matching allow \$50+GST per PMS colour to be matched. If you require a specific colour to be matched please provide a physical sample and label the colour in the file as a **Special Spot Colour** for eg. **Coke Red**.

FONTS & LINKS > All fonts are to be converted to outlines, or supplied with the file if corrections are to be made. Please also supply any links that are not embedded in the file.

BLEED REQUIRED > Digital Print - Artwork is to be supplied with a **3mm bleed**

- Large Format - Artwork is to be supplied with a **5mm-10mm bleed**

ROUTING & CONTOUR CUTTING > For items that require cutting, routing or scoring, indicate the lines as an **OVERPRINTING spot** colour:

- Set all knife/cut lines to **CutContour**
- Set all score lines to **Score**
- Set all Perforation lines to **PerfCutContour**

WE PRINT AS GOOD AS THE QUALITY WE ARE GIVEN > We are not responsible for bad artwork, low resolution files, poor quality photos, fonts not saved as outline/curves, spelling mistakes, wrong colours or blacks/greys not coded as [0,0,0,%].

CHECK ARTWORK CAREFULLY > **FINAL APPROVAL RESPONSIBILITY** rests with you, please check artwork carefully (including colours, spelling, graphics and layout) as print production will be running off this Artwork. Once printed, there are no opportunities to make changes.