



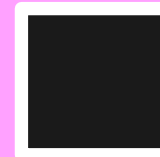
Preparing files *for print*



Fail to prepare, *prepare to fail.*

Sending files to print can be stressful for both you and the client, especially when things go wrong!

Save yourself countless hours of design amends and reprints by following this nifty guide!



FILE SET UP

Colour Mode

To guarantee the best colour output, it's vital you set your document colour mode to **CMYK**.

If you have used RGB, printing suppliers will make the colour conversion automatically but, you'll have no idea how well those colours will turn out!

Colour Mode

CMYK Colour



FILE SET UP

Artboard Size

Ensure your artwork is set up correctly with the **appropriate dimensions.**

You can enter the dimensions in document set up or, grab a template from your print supplier.

Width

297mm

Millimeters



Height

210mm

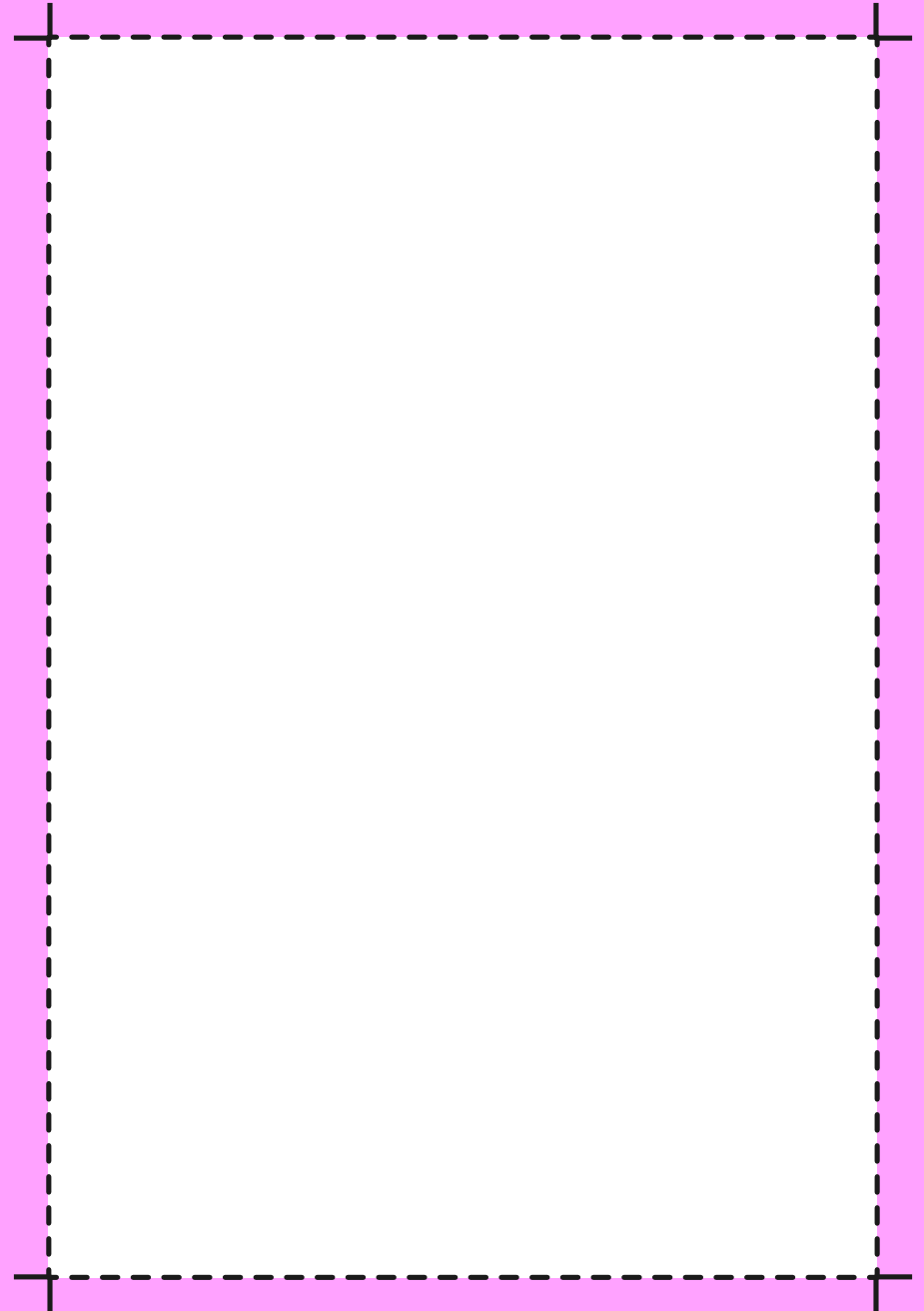
Orientation



Artboards



2



FILE SET UP

Resolution

Ensure all images used are **300 PPI**. This way, your final print will look clear and concise with little to no pixelation.

Raster Effects

High (300 ppi) ✓

High (300 ppi)

Medium (150 ppi)

Screen (300 ppi)

36 ppi



FILE SET UP

Embedding

Embed all images within the document or, provide your supplier with a packaged file containing the images. This will help avoid issues such as missing links or ***image problems***.

This is a common issue when working with InDesign files.

Check with your supplier to confirm whether this step is necessary.



Embed

FILE SET UP

Bleed

Place a **3-5mm** (supplier dependant) **bleed** on your document.

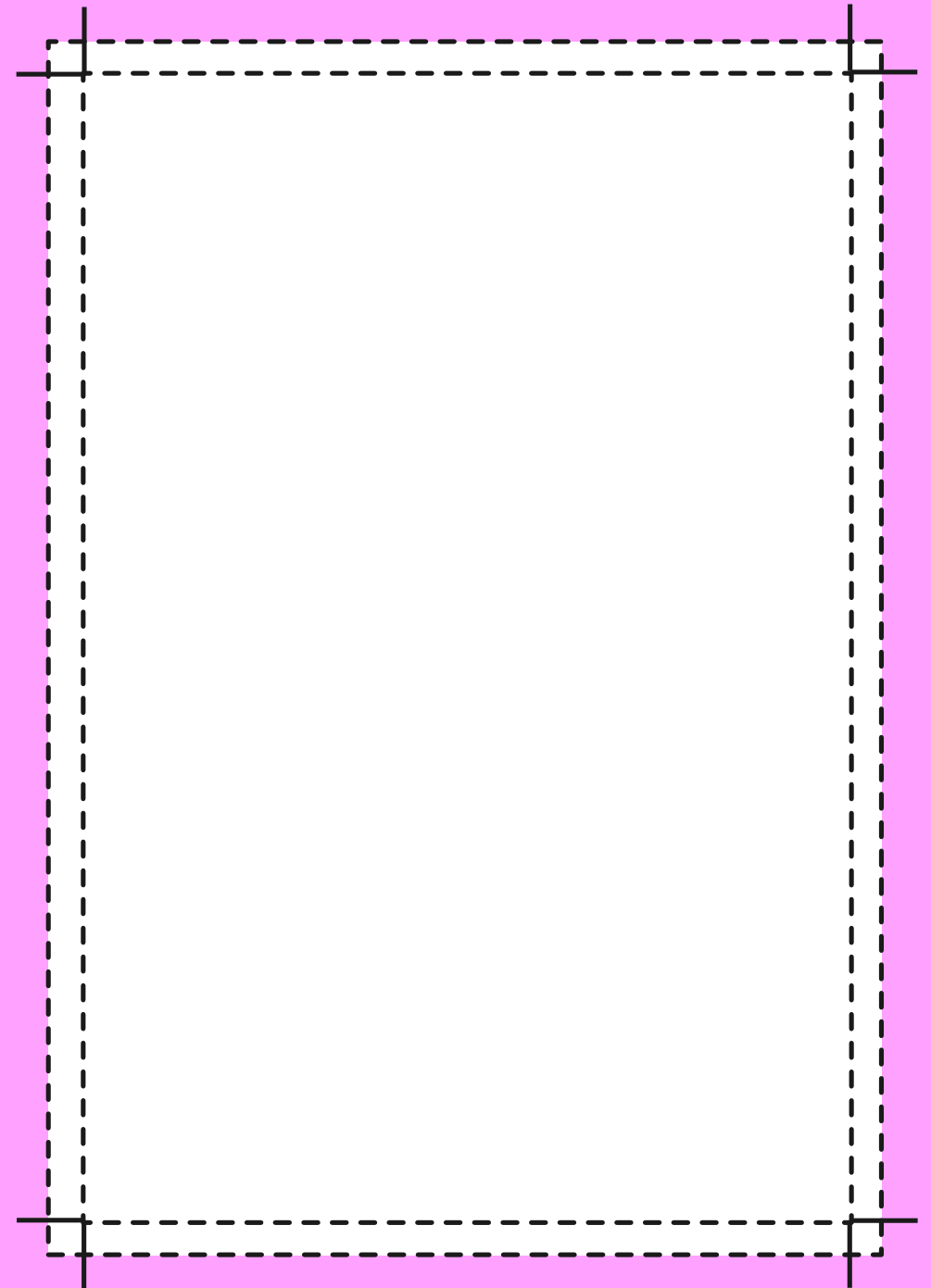
Extend your artwork into the bleed so if the paper moves during the cutting process, you aren't left with blank areas.

Top

Bottom

Left

Right



FILE SET UP

Safe Zone

include a safe zone inside artwork to prevent any important elements from being ***trimmed or cut off*** during printing.

Your safe zone should be at least 3mm away from the trim. Contact your supplier to confirm their recommended safe zone.



Safe Zone



Danger Zone



ARTWORK

Spell Check

It seems like an obvious one but make sure you go through your text with a fine tooth comb. There's a chance you may have ***missed an incorrect spelling*** or grammar typo. You can do this within Adobe or, print a draft and run through it physically.

By doing this, you'll save yourself from stress and potential lost income from having to reprint!

Edit

Spelling

Check Spelling



ARTWORK

Special Finishes

If the project involves **special printing techniques** such as spot UV, gold foil etc., you'll need to do things a little differently.

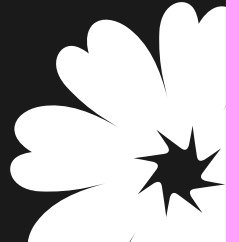
You will need to save a few different files. One PDF containing the original artwork, the other with any special finished elements in **100% black** (0% Cyan, 0% Magenta, 0% Yellow, 100% Black).

Speak with your supplier to find out their specific requirements.

Primrose
Harvey

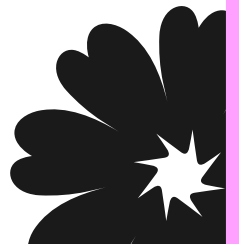
079384 754 280

primrose@goldfleur.com



PrimroseHarvery_BusinessCards_FULL-ARTWORK

Primrose



PrimroseHarvery_BusinessCards_FOIL-ONLY

EXPORTING

Final Settings

In export mode, save the file as a **High Resolution PDF**. Check with your supplier on their preferred specifications.

- ☐ Disable 'preserve editing' mode.
- ☒ Select 'trim marks'.
- ☒ Select 'use document bleed'.

You're now ready to save the file & send to print!



Printing Checklist

- | | |
|--|--|
| <input type="checkbox"/> Check with supplier | <input type="checkbox"/> Special Finishes |
| <input type="checkbox"/> CMYK Colour Profile | <input type="checkbox"/> Correct Artboard Size |
| <input type="checkbox"/> Image Resolution | <input type="checkbox"/> Embedded Images |
| <input type="checkbox"/> Artwork Bleed | <input type="checkbox"/> Safe Zone |
| <input type="checkbox"/> Spell Checked | <input type="checkbox"/> Final Settings |