Before sending your file, make a quick check against our preferred artwork settings to ensure there are no issues with your work.

Print ready PDF must meet certain criteria for your file to print without problems.

All print ready PDFs need to contain the following:

- Your file is set up as four colour process CMYK, not RGB. If it's not in CMYK, don't worry; we'll happily convert it for you. However some of the colours may look different or washed out when printed.
- Your document page size is exactly the same as the finished trim size.
- Fonts are embedded or converted to outlines
- All scans and images are 300 dpi resolution and placed in your artwork at 100% of the final print size.
- Images are embedded in the file.
- Artwork files supplied have 3mm bleed.
- Any trim, score or folds are clearly indicated outside the print area. .
- Artwork is a minimum of 5mm from the trim leaving a 6mm safe or quiet area.
- Black text is created from 100% black only and not CMYK
- Black solid area's are created from 30% cyan, 30% magenta, 30% yellow and 100% black
- White text or graphics are not set to overprint.
- Multiple page PDFs are set up as single pages running from the front cover to the back cover. Any blank pages are included in the artwork supplied.

Personalisation
For any variable data printing, we require the data file provided in Microsoft Excel or saved a a CSV file.

Each row in the file represents a printed piece, and each column represents the element that will be changed.

The process is much like mail merge. If you want to personalise letters, for example you would have a separate column in your spreadsheet named First Name, Last Name, Street, City, County & Postcode .

This can be using any font or text styling that InDesign can handle.

Foil blocking and spot UV guides
Supply a separate PDF file, with just the area you want foil blocking or gloss varnishing.
Put the guide in a single colour black

Cutting Formes for Folders, Hangers and Wallets etc.
Make sure your template clearly shows where the cutting guide is and supply the cutting form as a spot colour in the PDF file.

What is bleed?
Bleed is the 'edge' of a piece of artwork that goes beyond the trim edges of the printed piece. It's important that artwork that touches the edge of the printed piece 'bleeds' outside of the trim line to make sure that when it's finished there is no risk of a white 'edge' appearing on the finished piece.

Before Cutting

Colour and images must extend beyond the edge of your artwork (shown in red), to prevent unwanted white borders. This is known as bleed.

During Cutting

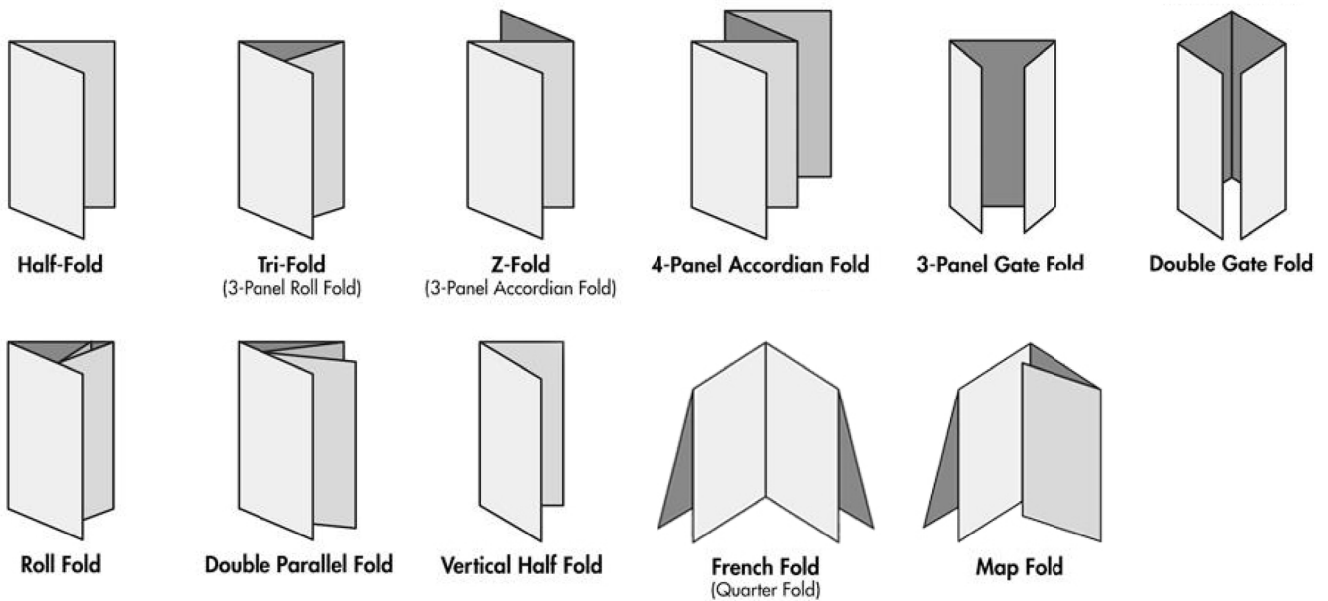Everything beyond the red border is cut off, i.e. the bleed.

The Final Product

Folding

All printed products can be folded in lots of different ways. The most common folds are shown below.

Please note that to achieve these folds on heavier weight paper – (generally anything over 170gsm the paper will need to be scored before folding. This helps to prevent cracking – especially on digitally printed products and on areas where there is full ink coverage on the fold itself.

Half-Fold | Tri-Fold (3-Panel Roll Fold) | Z-Fold (3-Panel Accordian Fold) | 4-Panel Accordian Fold | 3-Panel Gate Fold | Double Gate Fold

Roll Fold | Double Parallel Fold | Vertical Half Fold | French Fold (Quarter Fold) | Map Fold
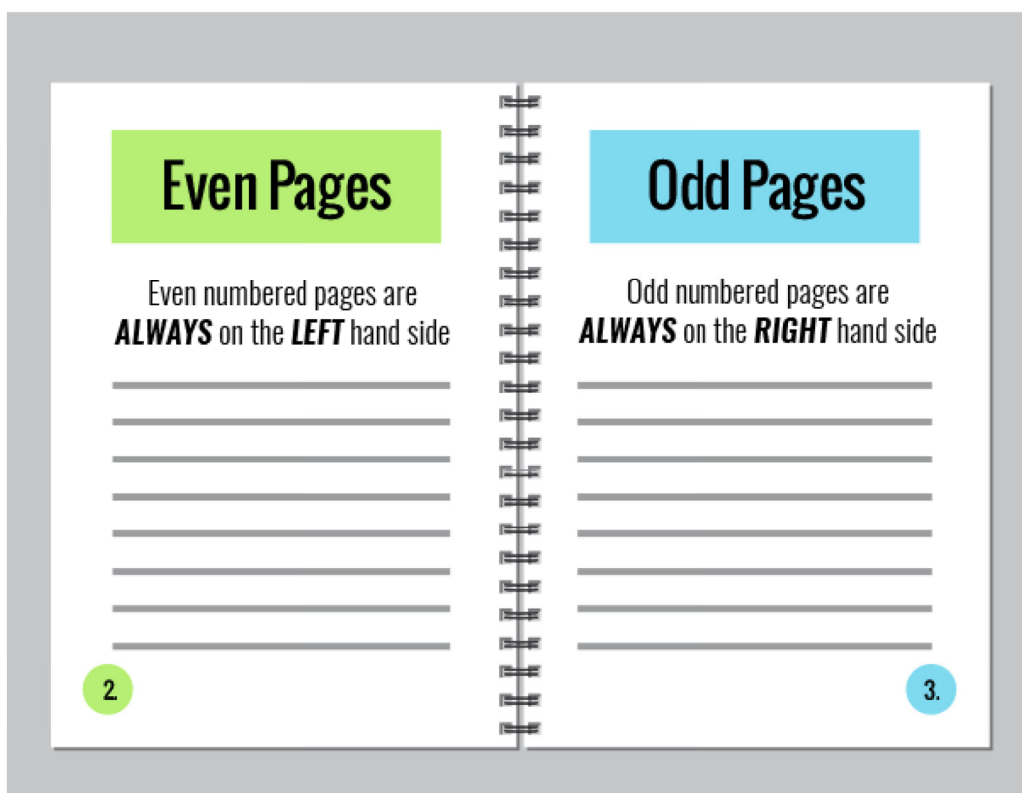
Saddle Stitching

If your booklet is to be stapled or saddle-stitched, remember that your total number of pages must be divisible by four.

For example, if your PDF has 10 pages, you need to add two blank pages for it to be a 12 page document.

Wiro binding

When creating your artwork, please be aware that after a book is bound, even numbered pages are always on the left hand side, and odd numbered pages are always on the right hand side (see diagram below).

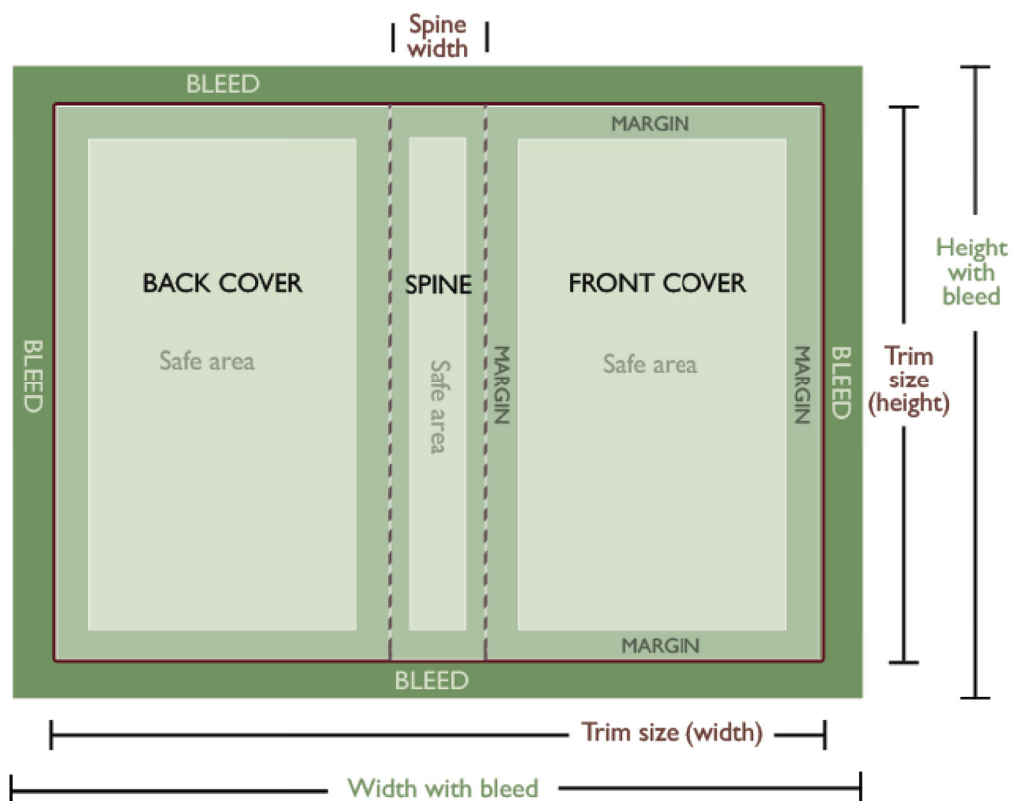All design elements must be kept at least 10mm from the binding edge.

Even Pages
Even numbered pages are **ALWAYS** on the **LEFT** hand side

Odd Pages
Odd numbered pages are **ALWAYS** on the **RIGHT** hand side

2

3.

Perfect Binding
We need two files: a spread for the inside and outside over & a second file for the text pages.

Cover
The cover needs to be supplied as a spread. Exactly as your finished book will appear if you opened the cover and laid it flat on the desk (see example below).

The cover artwork file will have two pages: page 1 is the outer cover and page 2 the inside covers.

Page 1 reads (from left to right) Back Cover/Spine/Front Cover.
Page 2 reads (again from left to right) Inside Front Cover/Spine Allowance/Inside Back Cover.

The width of the spine depends on how many pages your book has – Best not to design the cover layout before you have finished your inside page artwork because if the number of pages changes the spine will get bigger or smaller.

Text Pages
Text file as single pages NOT spreads.
Page 1 of this file is the 1st right hand inside page when you open the book's cover,
the rest follow in reading order.
Artwork should be supplied at the same size your book will be printed
You lose 3-4mm in the spine gutter on every page – keep content clear from this
There is a hinge on the 1st & last text pages where the cover is glued. This can hide content so keep anything important at least 10mm away from the spine edge.