

# Supplying your artwork

## It is very important to set your page size correctly

Here are some of the most commonly used sizes in millimetres.

- ✓ **A3** 420mm x 297mm
- ✓ **A4** 297mm x 210mm
- ✓ **A5** 210mm x 148,5mm
- ✓ **A6** 148mm x 105mm
- ✓ **1/3 A4** 210mm x 99mm
- ✓ **Business Cards** 85mm x 55mm

## The need for Bleed

We require bleed to allow for the tolerance of our guillotines. Images, background colours and fills which are intended to print to the trimmed edge of the page should be extended 3mm beyond the page to give a 'bleed'.

## Quiet Border

A Quiet Border is the distance you should allow from the edge of your finished page size for text, diagrams or images not going to bleed. The reason for the border is again the tolerance in cutting. If you have a design where the text runs to the very edge then any cutting deviation will result in some of your text being cut off!!

With a very small Quiet Border even the smallest cutting deviation could result in the finished job looking uneven. We recommend a Quiet Border where there is no text etc. of at least 5 mm around the edges of your job.

## Colour

Computers, scanner, digital cameras and monitors create images using 3 colours, Red, Green and Blue (**RGB**). Printing presses use four colours to print Cyan, Magenta, Yellow and Black (**CMYK**).

What this can mean is that colours you chose on your monitor will not be the same when the finished job is printed. To get a better colour match we suggest viewing a colour chart and converting all your files to CMYK before sending them on to us.

### Bleed Definition:

When any image or element on a page touches the edge of the page, extending beyond the trim edge, leaving no margin it is said to bleed. It may bleed or extend off one or more sides. Photos, rules, clip art, and decorative text elements can bleed off the page.

## File formats accepted

Indesign - Illustrator - Quark Express - Freehand  
Corel Draw - Word - Publisher

This is a general list and not all versions are listed.  
If your application is not listed please give us a call.



## Why we love PDF

Ideally we prefer to work with PDF's as in our experience working this way gives you the results you are looking for with the minimum fuss. Another advantage of PDF is the file size is usually smaller which makes it ideal for emailing.

When creating your PDF, as always, be sure your page size is correct. Make sure it includes any bleed you require, fonts converted to curves or paths or embedded. Also be sure the PDF is set for Pre-press.

If you don't have a PDF writer many free programmes for this purpose can be found online.



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