

# PRINT ARTWORK SPECS

When YOU, the client, are supplying the artwork, we require the submission of complete, " Press Ready" electronic artwork set up in accordance with the specifications documented here.

Any artwork submitted in an incomplete state may require a re-quotation and the print prices indicated for the product may not apply.

## Gorilla Print accepts files from the following applications:

- Adobe Acrobat (.pdf)
- Adobe Illustrator (.ai, .eps)
- Adobe InDesign (.indd)

If you do not have one of these formats, most industry standard programs allow you to save in PRESS QUALITY PDF format, which is also acceptable.

Ask us for our SPECIFIC PDF distiller settings. We do NOT accept CorelDraw, Publisher, Word, Excel or Powerpoint files.

## We support various transfer methods:

- E-mail (up to 8meg)
- File Transfer Protocol (FTP). To download our FTP details click here.
- Dropbox
- File transfer service such as We Transfer or Send Big Files
- Flash drive

## Standard Document Sizes are:

BC 90mm x 55mm

DL 99mm x 210mm

A6 105mm x 148.5mm

A5 148.5mm x 210mm

A4 210mm x 297mm

A3 297mm x 420mm

A2 420mm x 594mm

A1 594mm x 840mm

## TO ENSURE YOU GET THE BEST QUALITY PRINT JOB, FOLLOW THESE SIMPLE RULES:

### Add BLEED if required:

Please make sure that 3mm bleed is placed on your artwork where needed.

### Supply SINGLE PAGES:

Artwork to be 1-up on a single page document. Do not supply spreads or front and back on the same page.

### Add TRIM MARKS where possible:

Trim marks tell us the exact size of your job and ensure that no vital information is accidentally trimmed off.

**PLEASE ENSURE** all text is placed at least 3mm INSIDE the trim to allow for slight variations in trimming.

### Convert TEXT to OUTLINES:

Convert your text to paths, curves or outlines.

### Ensure IMAGES are HIGH RESOLUTION:

Please ensure that all images supplied are of a resolution of 300dpi at their final printed size.

**Please Note:** DO NOT 'upsized' low resolution images to 300dpi as this may result in a poor quality finished result.

### Convert your images to CMYK:

If you are printing a job in FULL COLOUR, make sure all images are CMYK (not RGB).

**Please Note:** SCREEN COLOURS ARE NEVER ACCURATE - please check your Pantone or CMYK specifications. Certain Pantone colours are outside the printable colour range of CMYK devices.

### Supply all ATTACHED files:

Please remember to supply us with all the relevant files for output (eg. fonts and graphics) otherwise this may incur a delayed delivery.

# ARTWORK CHECKLIST

We want your file to print the way that you want it to print. And more than anything else, we want you to be happy with the work that we produce for you. So, if there's anything at all that you don't understand – give us a call (preferably before you start designing). Chances are, if you've followed our advice then your file probably will print just fine. But for your peace of mind, if you are not a design professional or you are not designing your file in one of our pre-approved formats, we'd recommend that you either let us design it for you, or, for a very low cost, we will check your file and help you achieve the results that you want to achieve.

## General

- Product page size is correct
- Page includes correct bleed
- All important elements are at least 3mm from the page edge (10mm for booklets)

## Format/Files

- Design is created in an application we accept
- Design is saved as the native file from the application or as a PRESS QUALITY pdf file
- Design is supplied on a media type we accept

## Colours

- All colours are converted to CMYK, including any Pantone or Spot colours
- All tints don't contain less than 10% of either Cyan, Magenta, Yellow or Black
- All colours (including images) have a total ink coverage of less than 225% or 275% (small areas only)

## Fonts

- All screen and printer fonts are supplied (including those used in EPSs) or have been 'converted to outlines'

## Images

- All images are converted to CMYK, and saved as TIFF or EPS files
- Photos are scanned at 300dpi at 100%, Line-art images are scanned at 800 to 1200dpi at 100%
- Images for large format posters are at 150dpi at 100%
- TIFF and EPS files are saved without any image compression (JPEG, LZW or ASCII encoded)
- All images have their layers 'flattened'
- All linked/placed TIFF or EPS files are supplied

## Imposition

- A mock-up or hard copy is supplied and the design works on a functional level
- All files are imposed within the document correctly

## Other

- No hairlines/fine lines less than 0.25pt are used
- Overprint items are set correctly

# ARTWORK SETUP

When setting up artwork for print, the same rule applies across most print products. This includes business cards, letteheads, flyers, brochures, etc. Things to consider when setting up your artwork:

## BLEED:

When your product is cut to size, there is a chance that it may get cut a few millimeters off. To avoid having a white edge if this happens, you need to set up your artwork with bleed.

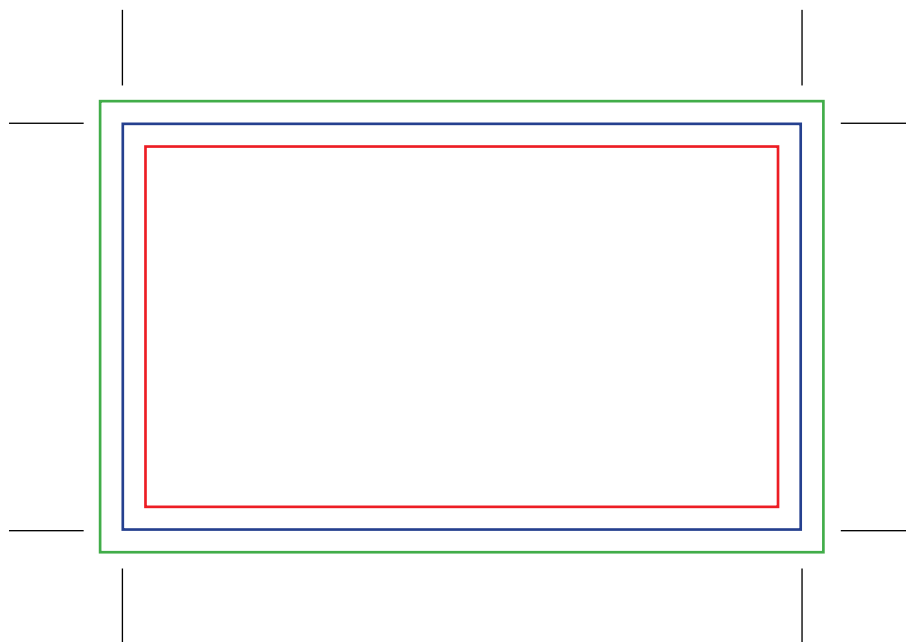
## TEXT AREA:

For same reasons as why your artwork needs bleed, you need to make sure all text is at least 3mm away from the cutting edge. In doing this, you are ensuring that your text will not get cut off. It is also advised that you make sure text is 3mm from any fold lines.

## TRIM MARKS:

Trim marks tell us the exact size of your job and ensure that no vital information is accidentally trimmed off.

This is a diagram of how you would set up your business card for print.



- Bleed for photos and colour (96 x 61mm)
- Edge of card (90 x 55mm)
- All text within this area (84 x 49mm)
- Trim marks