

FREEHAND

ARTWORK SPECS

WHAT WE NEED FROM YOU

PDF Files

Use PDF version 1.4 ensuring all files are flattened.

Two sided artwork to be supplied in a 2 page PDF - 1 file containing 2 pages.
Page 1 will be considered the front and page 2 the reverse.
Page 1 will be considered the outside and page 2 the inside on a folded leaflet.

Booklets need to be supplied as '1 up' pages, not spreads or 'printer's pairs'.
Pages must be in sequential order starting with the front cover as page 1 and the back of the cover as the last page.
e.g. 12pp booklet = 1 PDF containing 12 pages - not 12 separate PDFs.

Artwork to be supplied '1 Up' at the correct size (with bleed and trim marks if needed)

Colour is CMYK not RGB

Spot colour is only used for invoice books/pads, envelopes and spot silver business cards.

Bleed

2mm for business cards and magnets
3mm for Spot Silver or UV business cards
3mm for leaflets and other stationery
5mm for booklets, presentation folders and banners

Internal Bleed

4mm is the safest distance from the trim edge
10mm for booklets and banners
To minimise booklet creep you may need to use progressive margins

Trim Marks

Offset trim marks by 3mm
None needed for business cards, presentation folders or magnets

Make sure artwork is centred within the document

Embed or outline fonts

Hairline rules should be at least 0.3pt

Minimum resolution is 300dpi at 100%

Other Formats we accept are:

- **Illustrator (.ai)**
Convert all text to 'outlines' and embed all images. All colours need to be CMYK - don't mix with spot colours. Save as an .eps file.
- **InDesign (.indd)**
Please use the 'Package' option in the 'File' menu. Check it has included all the images and fonts then Zip (using 'compress' in file menu) before sending.
- **Photoshop (.psd)**
All colours and images need to be CMYK not RGB and set at 300dpi
- **Word / Publisher / Powerpoint / Excel**
These files are not normally good for full colour printing and are unpredictable. We will check your file to see if it is usable and contact you if you need to have it re-designed. Allow extra time if supplying in these formats.