

- **Images & Photos**

Resolution should be between 150-300dpi

- **Colour**

All colours are converted to CMYK

- **Fonts**

Fonts should be embedded or outlined

- **Crops & Bleed**

Crop marks & bleed, minimum 3mm bleed

- **Size**

Trim size matches product finish size

- **Page Count**



Single Sided
Product

1 page PDF



Double Sided
Product

2 page PDF



Booklet

Combine
single pages
into one PDF

- **Dielines, Folds, Perforations & Embellishments**

These should be set up as a spot colour and on a separate layer.



We use print ready PDF files. We hope this document provides all you need to get your artwork print ready.

If not, we have a creative team who can assist with getting your file print ready or with creating a design from scratch.

IMAGE & PHOTO RESOLUTION

Resolution is one of the key factors affecting print quality. If your artwork consists entirely of vector elements, resolution is not a concern. However, most artwork includes raster elements such as images and photos, which require careful attention to resolution.

For best print results, we recommend 150–300 dpi at final size.

300 dpi provides sharp detail for items viewed up close, such as business cards, brochures, and books. 150 dpi is suitable for larger items viewed from a distance, such as posters, signage, and banners.

For very large signage installations:

If your software limits you from creating the artwork at full size, you can supply it at 10% of the final size. If your artwork is primarily images/photos use the highest resolution available.



COLOUR

All colours are converted to CMYK (no PMS colours, RGB, LAB etc).

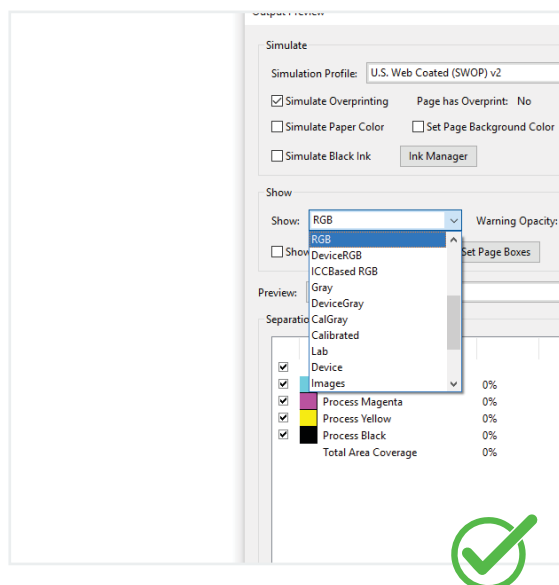
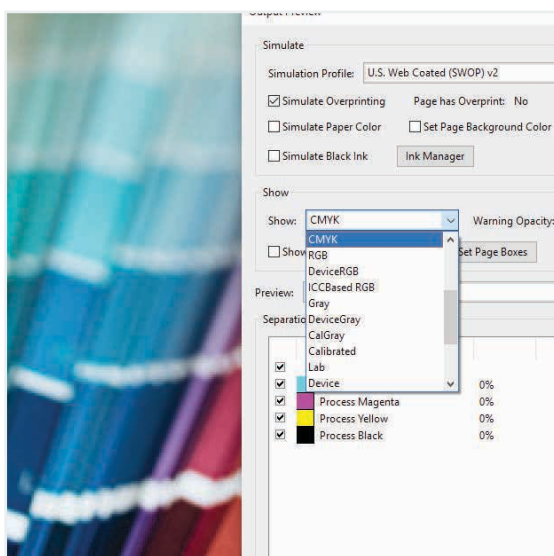
Colemans will convert RGB and PMS colours. We do not take responsibility for unexpected printing results with this conversion.

Please note, colours displayed on a screen may appear different once printed. If colour accuracy is important, we recommend requesting a printed proof before full production.

How to check in Adobe Acrobat:

Tools > Print Production > Output Preview

Select Show: CMYK (your page will appear blank if there are only CMYK elements)



FONTS

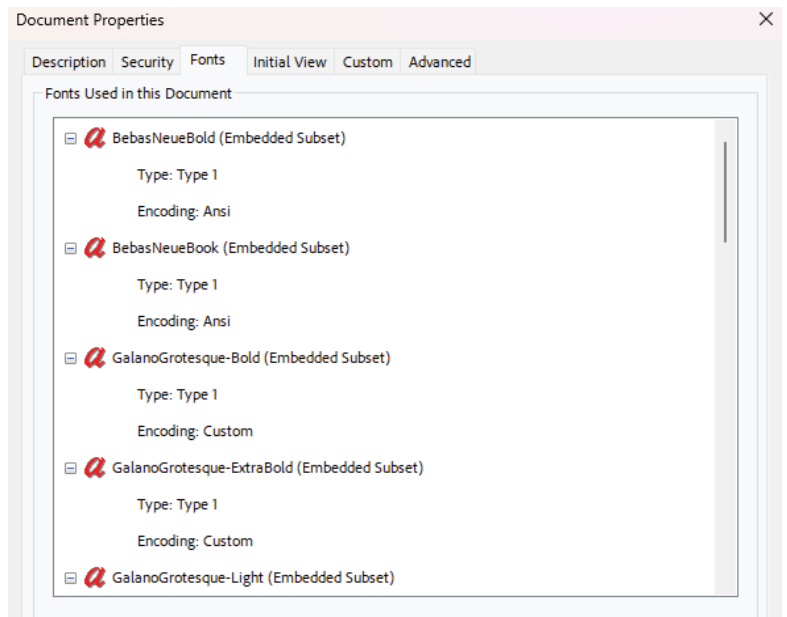
Like vector graphics, fonts can be scaled to any size without losing quality, keeping your text sharp and clear.

The PDF file format embeds fonts, ensuring that your text remains accurate and intact during production provided the fonts are properly licensed for embedding. Alternatively, you can convert fonts to outlines in the native program before outputting the PDF file.

How to check in Adobe Acrobat Pro:

Menu > Document Properties
> Fonts

All fonts will have (Embedded) or (Embedded Subset) next to the font name. If you have outlined your text, then no fonts will show here.

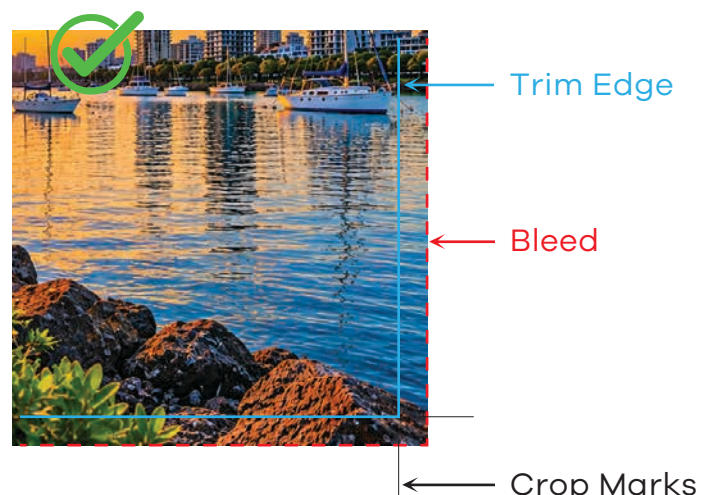
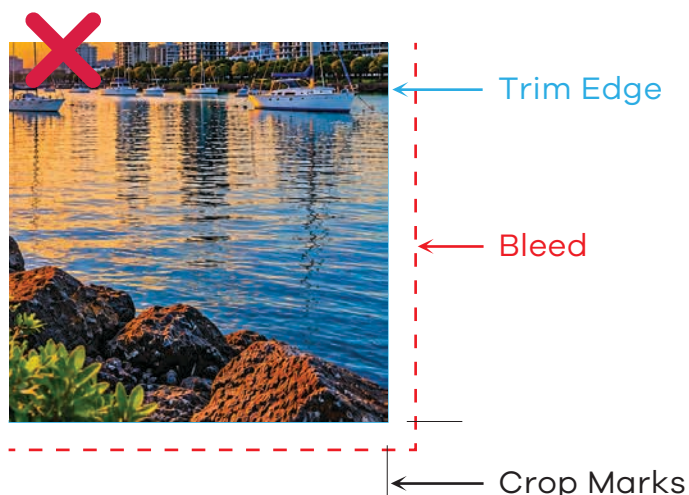


CROPS, BLEED & MARGINS

Please supply your PDF with crop marks and 3mm bleed on all sides. Crop marks show where your artwork will be cut. Bleed means extending your artwork/imagery beyond the cut line. Without bleed even a small variance in trimming can result in unwanted white edges after trimming.

Margins help keep important content safely away from the edge of your artwork, so text and logos aren't accidentally trimmed.

We recommend leaving at least 3mm from the edge for smaller items such as business cards and postcards, and 5mm for larger items such as books and brochures.



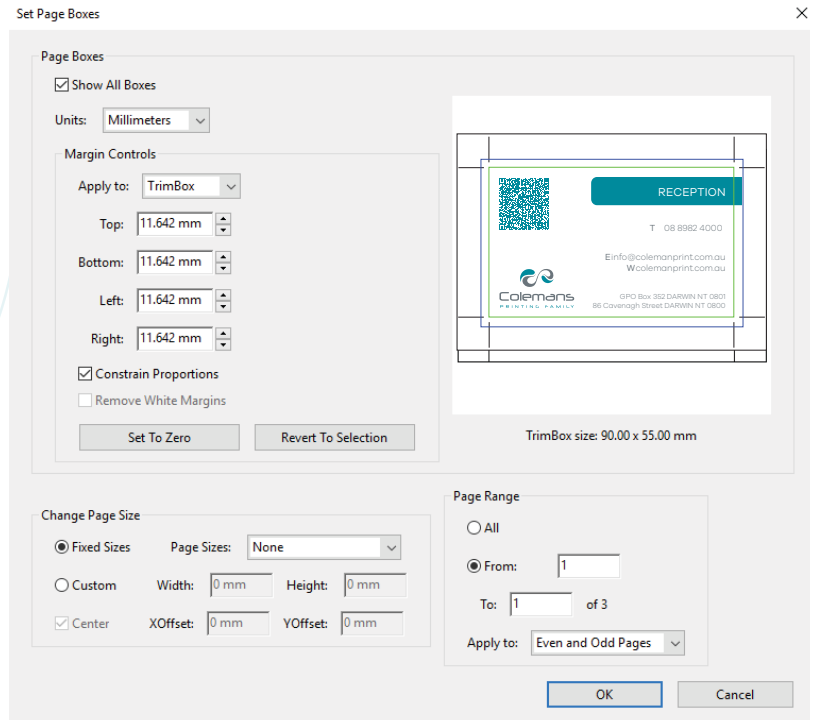
SIZE

When creating your design, if you start with an artboard at your finished size the output PDF should have the trim box set. The Trim Box tells us exactly where the final trim should be.

How to check in Adobe Acrobat Pro:

Tools > Print Production
 > Set Page Boxes:
 Margin Control
 Apply to: Trim Box

This will show the trim box size under the image of the page.



PAGE COUNT

If you are supplying art for a 2 sided product (like a flyer), please supply a 2 page PDF. For multiple kinds, please supply one PDF per kind.

If you are supplying art for a book, please supply one PDF with all pages as single pages (no spreads or printers pairs). For books with a perfect bound cover, the cover should be supplied separately as a spread including the spine. The spine is calculated based on the paper and cover thickness, we can provide this measurement to you.

We recommend the artwork on the spine is an extension of either the front or back imagery. Or the imagery extends across the entire front, back and spine.

For internal front and page cover art, we recommend no imagery extends across the inner covers to the first and last pages. When the cover is glued to the page, some imagery may not be seen due to the glue trap area.



FOLDING, PERFORATING & EMBELLISHMENTS

For folding and perforation, if this is simply in the centre of your finished size, there is no need to add anything to your artwork.

If the folding or perforation is in a unique position we recommend adding a dotted line to show the position. Please set this up on a separate layer, in a spot colour, renamed "fold" or "perf" and set to overprint.

If your artwork includes embellishments such as dielines, foiling or white ink, please set these up on a separate layer, in a spot colour renamed "dieline", "foil" and set to overprint.

Please supply two separate PDFs - one with folding, perforation and embellishments overlayed and one PDF without these elements.

How to check in Adobe Acrobat Pro:

Tools > Print Production
> Output Preview

Ensure
Simulate Overprinting
is checked on

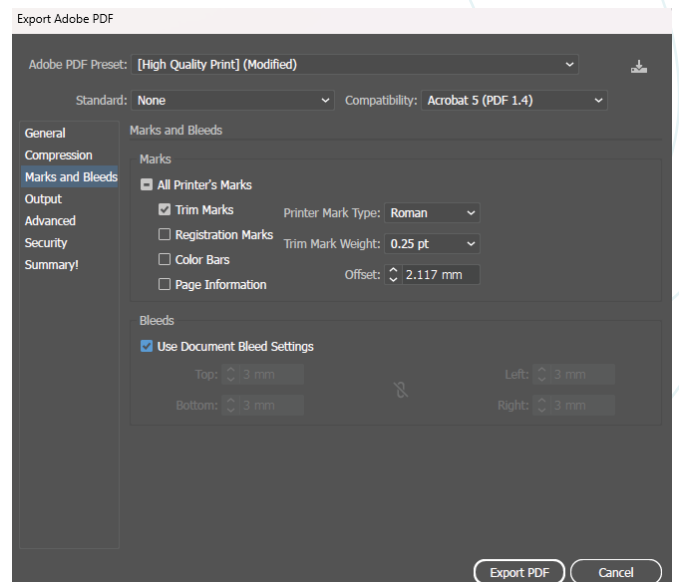


PDF EXPORT

When you export your PDF from an Adobe program, use the Adobe PDF Preset: [High Quality Print]

Go to Marks & Bleeds and tick *Trim Marks* and *Use Document Bleed Settings*.

The Adobe PDF Preset will update to [High Quality Print] (Modified)
> Export PDF



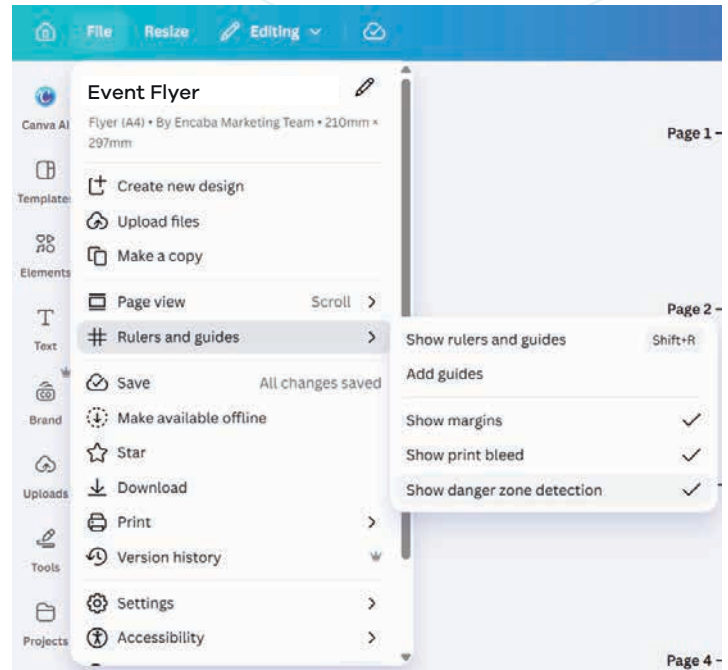
CANVA

While Canva is not an industry standard design tool, we understand it's appeal. Its accessible, easy and free to use, but there are a few things to keep in mind when preparing files for professional print.

When creating your design in Canva, be sure to enable bleed and margins. This feature is only available in Canva Pro accounts.

Bleed ensures your background or images extend beyond the trim edge, preventing unwanted white edges after cutting. Margins help keep important text and logos safely away from the trim area, reducing the risk of them being cut off.

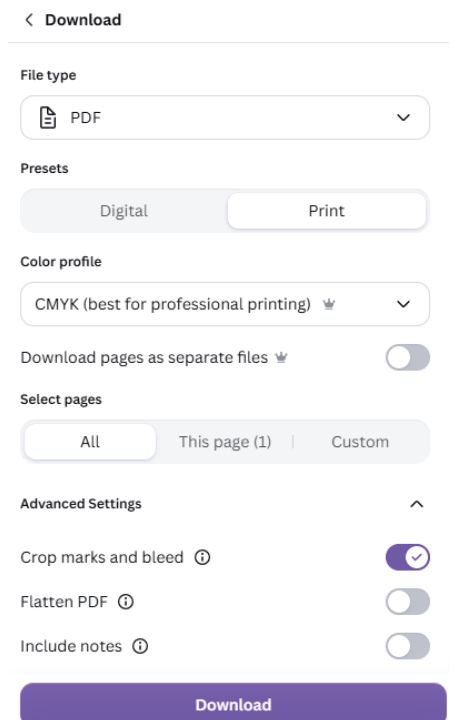
Please share you Canva project as well as supplying a PDF. Our design team can tweak the print PDF if necessary.



When exporting, select *PDF Print (Best for printing)* and enable *Crop marks and bleed*. If you have Canva Pro, we recommend exporting in *CMYK* for more predictable print colours. Free Canva accounts export in *RGB*, which can cause colour changes across your artwork.

Canva does not support the PDF standard, so we recommend leaving *Flatten PDF* unchecked. Keeping transparency and layers intact gives us greater control when preparing your artwork for print.

We strongly recommend checking the PDF created out of Canva before submitting it for print.



Creative Services

Colemans has an amazing creative team, who can assist with your design. Our honed digital skills and extensive print knowledge guarantee a stunning final product. We'll bring your vision to life!