Artwork Guide

SIZES

Standard page sizes for your design jobs:

A3
297mm x 420mm
(299mm x 422mm incl. bleed)

A4
210mm x 297mm
(212mm x 299mm incl. bleed)

A5
148mm x 210mm
(150mm x 212mm incl. bleed)

CS
Compliment Slips size
98mm x 210mm
(100mm x 212mm incl. bleed)

A6
104.5mm x 148mm
(106.5mm x 150mm incl. bleed)

Business Cards
85mm x 55mm
(87mm x 57mm incl. bleed)
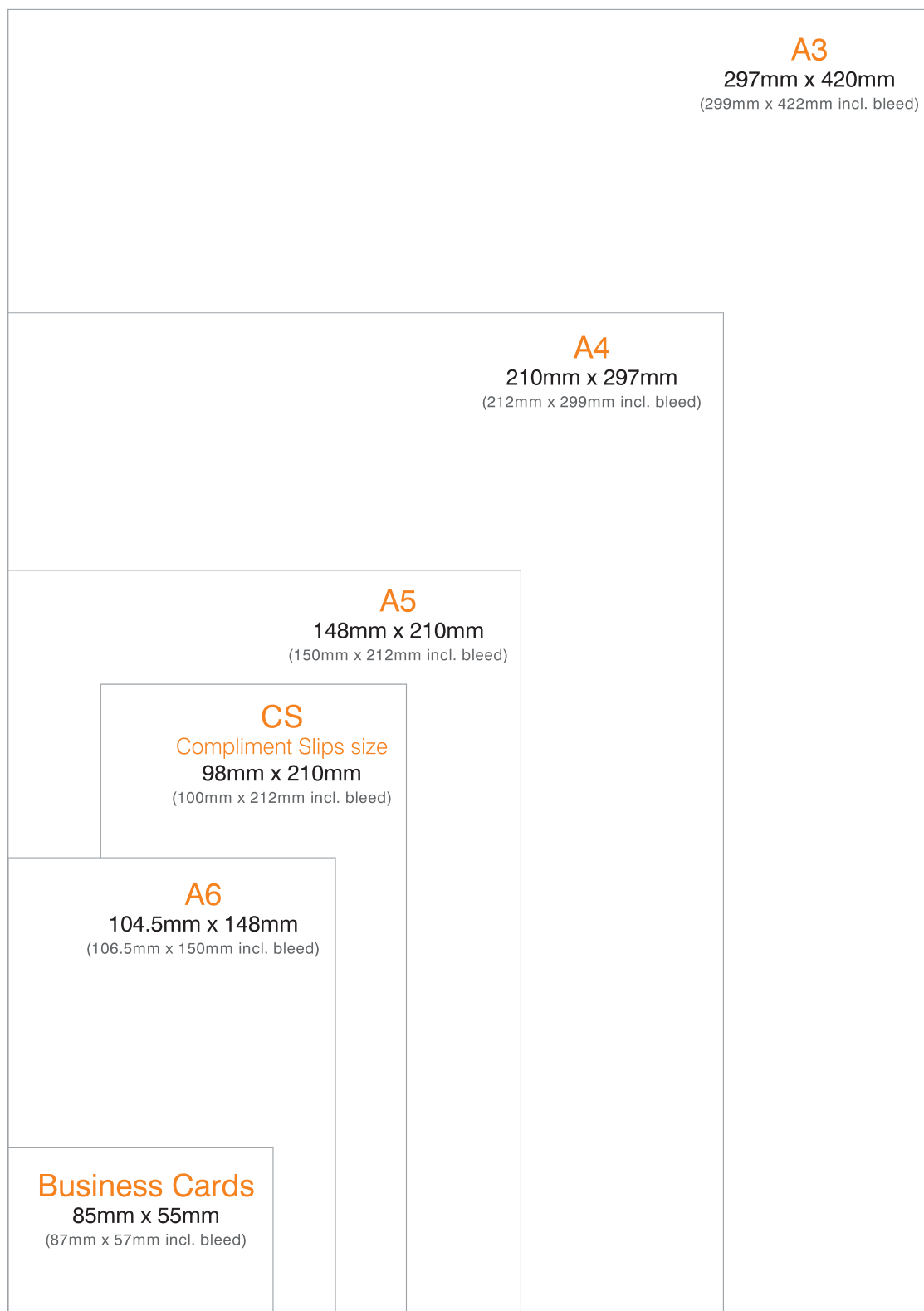
Other Sizes: A2 594mm x 420mm   A1 594mm x 841   A0 841 X 1189mm

Templates and Folder Templates are available for download at info@crescentprint.co.uk
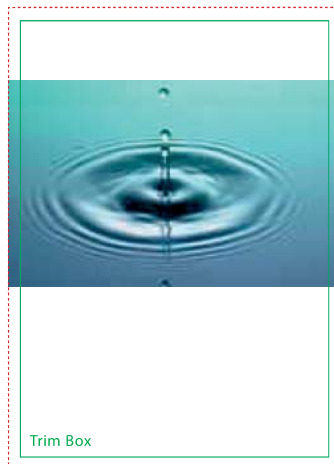
CRESCENT PRINT EDINBURGH LTD

301-303 Cowgate, Edinburgh, EH1 1NA. Tel: 0131 556 3582 Email: info@crescentprint.co.uk Web: www.crescentprint.co.uk

BLEED

Trim Box

Bleed edge

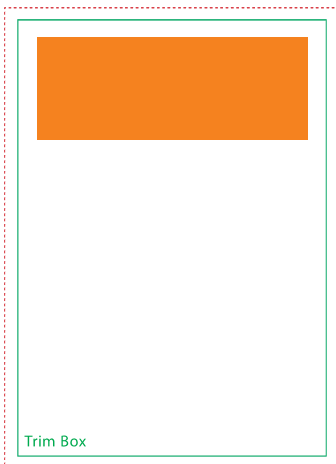NO BLEED REQUIRED


Trim Box

Bleed edge

BLEED REQUIRED

Please ensure all jobs have 3mm bleed if required. To determine if bleed is required please see diagrams on this page.

Bleed is required when images, colour or text go right to the edge of your page. To create a bleed simply extend your image(s), colour(s) or text 3mm over the edge of the page
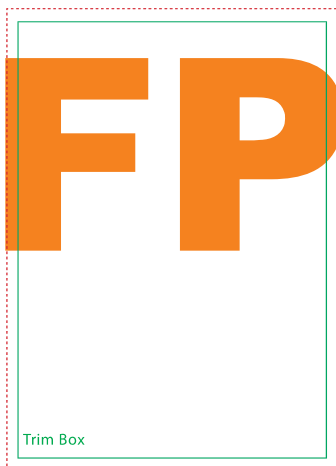

Trim Box

Bleed edge

NO BLEED REQUIRED

Trim Box

Bleed edge

BLEED REQUIRED

Trim Box

Bleed edge

NO BLEED REQUIRED

Trim Box
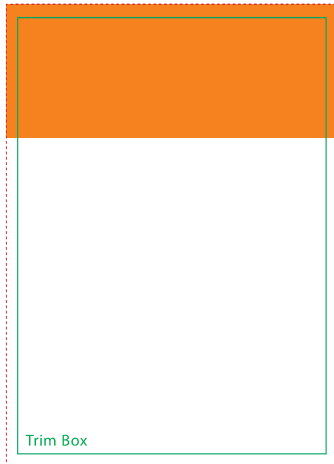
Bleed edge

BLEED REQUIRED

TOP TIP
For a more professional look, keep a quiet border of at least 5mm from the trimmed edge of your artwork, and avoid the risk of essential info being trimmed off.

PLEASE NOTE: If making a PDF for print, please make your PDF page size large enough to incorporate the bleed i.e. if your flyer is A5 with bleed, make your PDF page size A4, etc.
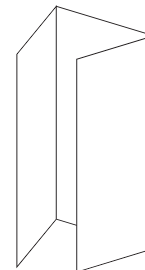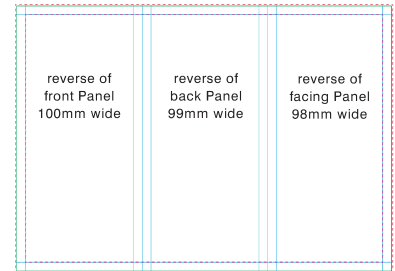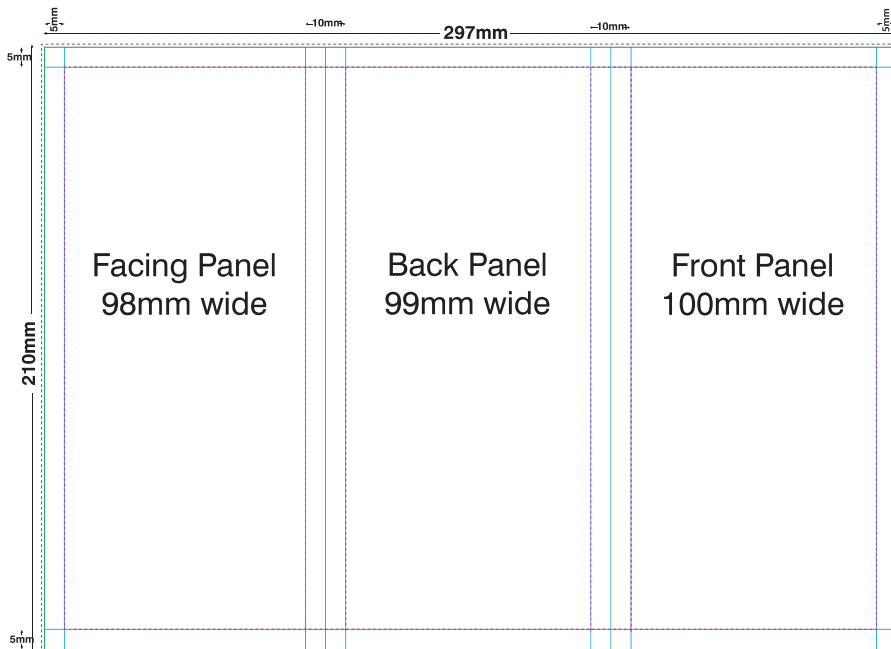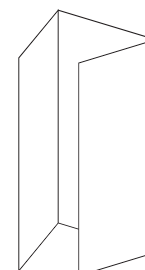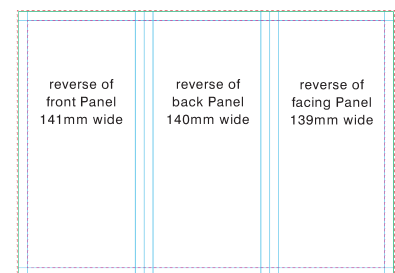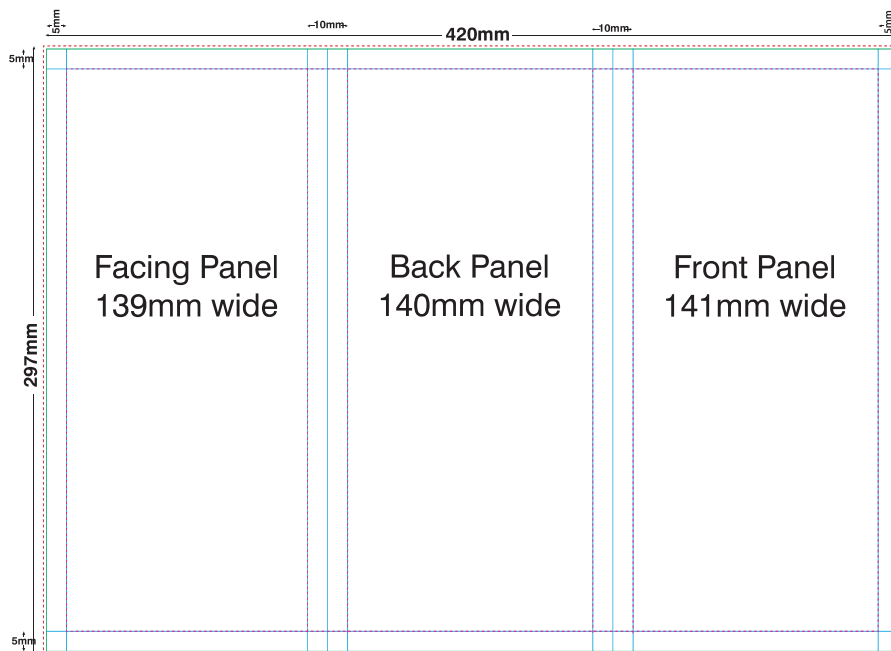
TRI-FOLD LEAFLETS

A little more set up time is required when designing a Tri-fold leaflet.
Below is a template showing the basic setup of the panels in your document

A4

5mm | ←10mm→ | 297mm | ←10mm→ | 5mm

5mm

210mm

| Facing Panel 98mm wide | Back Panel 99mm wide | Front Panel 100mm wide |

5mm

reverse of front Panel 100mm wide | reverse of back Panel 99mm wide | reverse of facing Panel 98mm wide

·········· no text beyond this line
────── gutters and borders
·········· 3mm bleed
────── finished page edges

A3

5mm | ←10mm→ | 420mm | ←10mm→ | 5mm

5mm

297mm

| Facing Panel 139mm wide | Back Panel 140mm wide | Front Panel 141mm wide |

5mm

reverse of front Panel 141mm wide | reverse of back Panel 140mm wide | reverse of facing Panel 139mm wide

·········· no text beyond this line
────── gutters and borders
·········· 3mm bleed
────── finished page edges

TOP TIP
Try making up your own folded sample to check it works before sending to us for print.

COLOURS

RGB Colours

Please do not use RGB colour for fills and outlines in full colour jobs as the resulting colour may not be as expected once converted to CMYK for print.

Overprint Colours

Please note that if you accidentally set a fill or line to overprint, the final printed job will NOT look as it does in your design file, since all inks are transparent.

(Top Tip: Once you have created your PDF for printing (see page 7) view it In Acrobat Professional and go to the drop down menu Advanced/Print Production and activate Overprint Preview. In this view you will be able to see if you have inadvertently left any Overprints on your job. Try it with this Technical Guide PDF. **Overprints are also identifiable by printing separations.)**

Black

Please ensure all black text and fills have the colour value C0 M0 Y0 K100. Try to keep text below 12pt in black whenever possible, as small coloured text may not look as sharp once printed. Large solid areas of black can be 'beefed up' with the addition of 60% Cyan (C60 M0 Y0 K100) resulting in a deeper looking black known as 'rich black'.

Fountain Fills & Transparencies

Please do not use fountain fills in spot colour jobs as this will cause your job to be rejected. Fountain fills in full colour jobs are fine.

PLEASE NOTE: If you have a spot colour job containing a fountain fill please supply us the native design file as File Assist and we will convert the fountain fills to a printable format.

Please do not use transparencies in Microsoft Word or Publisher as this will result in your job being rejected. Please flatten any transparencies in Adobe Illustrator prior to submitting your file.

Spot to Process Colour Conversion

When Pantone colours are converted to CMYK for full colour printing a change in colour is inevitable, it is impossible to exactly replicate spot colours using CMYK inks.

Similarly, with RGB images, when they are converted to CMYK, there is a colour shift.

Please allow for this colour shift when designing your job.

Vector/Bitmap Colours

Please note that areas of colour which have vector fills will appear different to areas of colour which have bitmap fills **once printed** even when the colour values are identical. This means that a 'join' will be visible where vector colour meets bitmap colour. This will be more pronounced if RGB colour has been used after the conversion to CMYK has taken place. **The solution is to extend your bitmap colour out in a bitmap package (such as Photoshop) avoiding the joining of vector and bitmap colour completely.**

IMAGES

Please try to ensure all images in your design file are high-res, the standard for which is 300dpi (dots per inch). The lower the dpi the worse your image(s) will look when printed, so please bear this in mind when scanning, manipulating or sourcing images for your job.

PLEASE NOTE: Images and logos saved from websites are most likely to be between 72-96dpi and are therefore unsuitable for print.

We highly recommend images to be CMYK, any RGB images will be converted to CMYK in our workflow which may result in a small colour shift (see p6 for details).

Sourcing Images - always try and use professional images, low quality images will only downgrade your designs. Images can be purchased from our image library. Go to www.shutterstock.com find an image, send us the reference number, and we will send you the image for a small cost.

⚠️ **NOTE:**
Anything above 450dpi will be downsampled to 300dpi in our workflow.

FONTS

Print Ready jobs
PDF – please ensure you embed all fonts when making your PDF.
EPS – please ensure you convert all fonts to outlines when making your EPS.

File Assist jobs
Please ensure all fonts used in your design file are included with your job, or converted to curves/paths/outlines prior to submission. **Your minimum font size should be 5pt.**

QUIET BORDER

QUIET BORDER
5mm from trimmed page, and images/text.
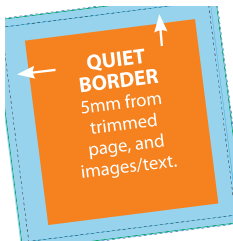
A "Quiet Border", (i.e. an area where no text or logos should be present), of at least 5mm from the trimmed edge of your artwork should be observed. This will avoid any part of your design appearing too close to the edge of the page and will give your job a more professional appearance.

For A5 - A4 booklets we recommend 10mm quiet border for a much better finish.

COLOUR DENSITY

Please ensure that your total CMYK colour values do not add up to more than 340% as this density of ink may cause set-off and mark the reverse of your job. This would give a maximum colour value of C 85 M 85 Y 85 K 85 or equivalent, although it is recommended that colours should be kept well below this maximum. Please be extra careful if RGB colour has been used, as RGB colours often exceed this maximum once converted to CMYK.
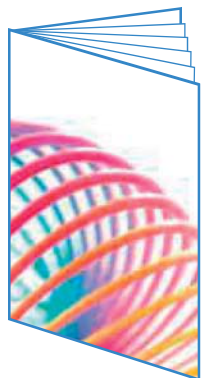
BOOKLETS

PAGE SIZES

A6 105 x 148mm   **A5** 148.5 x 210mm   **A4** 210 x 297mm

PAGE ORDER

The booklet page total must be divisible by 4. Please supply your booklets in single-page format running in the correct order from start to finish *i.e. a 20 page booklet will run from pages 1-20, page 1 being the front cover and page 20 being the back cover (please do NOT place the back cover on Page 1).* **Please do not supply your booklet as printers' pairs or as spreads.**
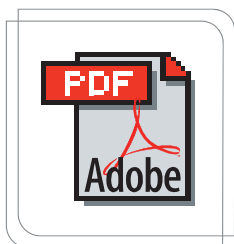
CREEP

The closer you get to the centre pages of a booklet, the more has to be trimmed off the page edges. Our imposition software does make allowances for this. However, it is recommended that you do not have text (esp. page numbers) or images too close to the edges of your booklet pages. A gap of at least 10mm is recommended on all edges.

print ready
PDF CREATION

Please create PDF and EPS files from vector packages (Corel, Freehand, Quark, Illustrator, etc). Please do not save files from vector packages as Tiffs or Jpegs.

Please create Tiffs and Jpegs from bitmap packages (Photoshop, Photopaint, PhotoImpact, etc). Please do not save files from bitmap packages as PDFs or EPSs.

PLEASE NOTE: EPS files MUST be supplied with crop marks to show where the job is to be cut.

PDF CREATION

When creating your PDF to submit for print please use a recognised PDF-maker such as Acrobat Distiller to make your PDF. Using a design package's own PDF maker may result in your job being rejected.

Always save as a **High Quality** or **Print Quality PDF**.
If using **Acrobat Distiller** then choose **PDF/X-1a:2001** from the drop-down list.

When creating your PDF please embed all fonts.

If your job has a bleed please ensure you choose a large enough PDF page size to accommodate the bleed *i.e. if you design an A6 flyer with a bleed, make your PDF page size A5.*

Please create your PDF with crop marks if possible.

Please supply all files as 1up as we will deal with the imposition at this end.

ACCEPTED PRINT READY FILE FORMATS:

- **PDF**
- **JPEG**
- **TIFF**
- **EPS**

LARGE FORMAT

PLEASE NOTE:
Large format printing utilises a different print technology to lithographic print. This means colours may not be an exact match to your litho jobs.

POSTERS

All posters should have 3mm of bleed regardless of their finished size and quiet borders should be at least 10mm. However, if the finished product is to sit inside a frame allow for a larger quiet border for size of the frame. Graphic resolution should be no lower than 150dpi.

BANNERS

Banners require a 3mm bleed, which will allow the image to wrap round for stitching the edges. A quiet border of at least 40mm is recommended and images no lower in resolution than 150dpi.

HAIRLINES
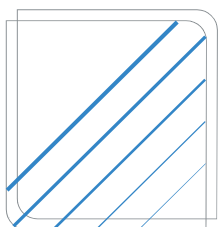
Hairlines are 'device dependent'.

Because hairlines are device dependent they could print differently on different printers.
Often they may look fine on your 300dpi laser printer but will disappear on our 2400dpi press.
Therefore avoid hairline text and lines - use 0.25pt.

If you have any questions or concerns not addressed in this document please don't hesitate to contact us, we're here to help...