

Bleed

“Bleed” is a term used to describe an extension of artwork over the edge of a page.

Bleed is required as a commercial printing press cannot print up to the edge of a sheet, so we print everything on large sheets, then cut your artwork down to the required size.

However, it is incredibly difficult to cut your artwork exactly on the edge, so 3mm of bleed around the edges of the page gives us enough tolerance to cut your artwork without leaving any white edges.

Safe Zones

A safe zone is a 3mm border inside the final size of your artwork, where no important text, pictures, graphics etc. should be placed - that aren't supposed to bleed off.

We recommend using a safe zone to ensure nothing important is cut off.

No Bleed

It is likely white lines will show on the edges of this artwork, if it is not cut entirely accurately.

Crop Marks

These show us where to cut your printed artwork.

3mm of Bleed

This gives us enough tolerance to cut your artwork, without leaving any white edges.

 **Bleed Edge**

 **Final Size**

 **Safe Zone**



CMYK VS. RGB

Colour printing is achieved using four primary colours: Cyan, Magenta, Yellow and Black, also known as “CMYK”.

When creating artwork it is essential you only use CMYK colours. RGB (Red, Green & Blue) colours are only used for electronic screens and should never be used for printed artwork. Any artwork created using RGB colours will be automatically converted, which may lead to substantial changes in colour.

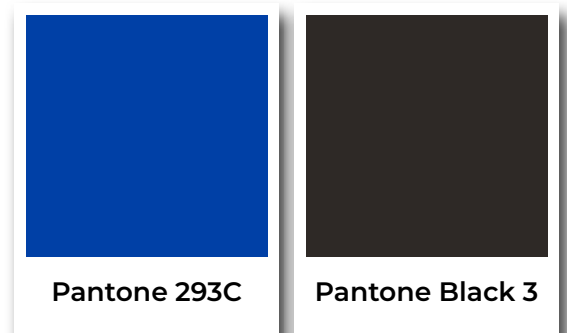
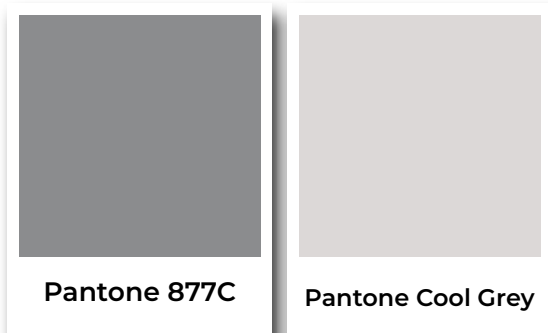


Pantones ®

Sometimes, artwork that is created for corporate branding may require a fifth colour to achieve colour consistency across a range of printed products. These special colours are known as “Pantones”. If you are designing artwork that requires the use of a Pantone colour, then it is important to make sure it is set-up as a “Spot Colour”, not a CMYK colour.

However, if your artwork is to be printed as a standard four colour print job, then it is important not to use Pantone or Spot colours as they will be converted to CMYK - this may also lead to substantial changes in colour.

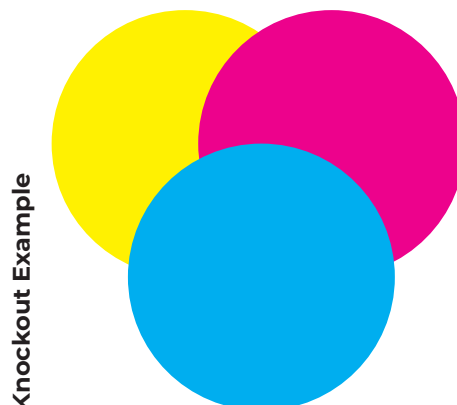
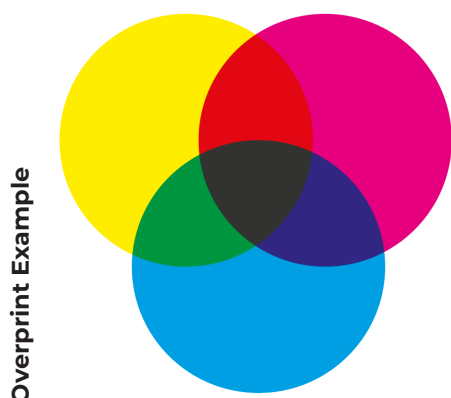
Pantone colours are generally used for corporate branding, such as BMW’s logo:



Overprint

“Overprint” is a term used to describe when one colour object overlaps another, causing the colours to mix together.

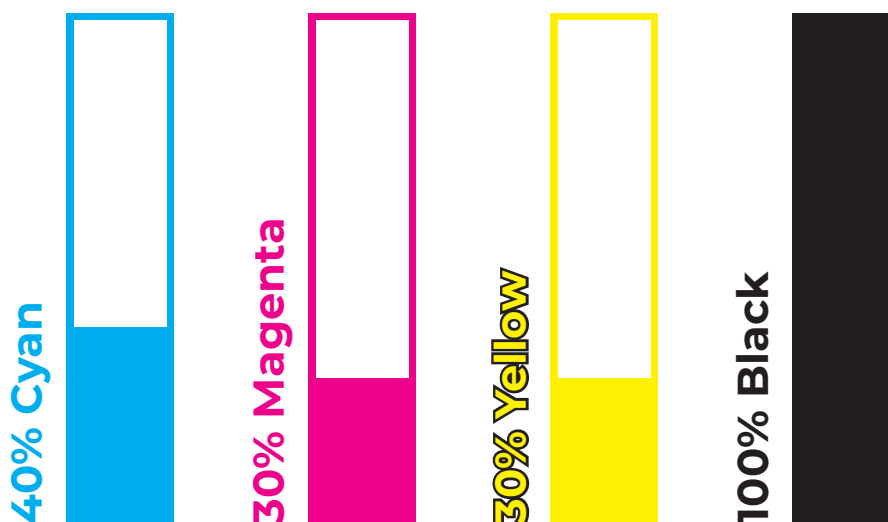
Sometimes designers use overprint to create special effects, but, if used incorrectly, it can cause big changes to your printed artwork.



Rich Black

When creating artwork with a solid black background, it is advisable not to use Black on its own. A 100% Black only background tends to look more like a dull grey, when printed.

We recommend using “rich black” as it creates the perfect dark black backgrounds. To create a rich black colour swatch, use the following colour values:



Pictures

Using images in your artwork can make a big impact. But, low resolution images can be a bit of an eye-sore. To achieve crisp images it is best to use pictures that have a resolution of 300dpi (dots per inch) or higher.

Important: Images from the internet are usually 72dpi in resolution, which can lead to fuzzy or “pixelated” printed images, if used in your artwork. We recommend you check the resolution of your images, before using them in your artwork.



Fonts

It is important to embed all fonts in your file, to ensure there are no problems when printing your artwork. If you use a font we don't possess and it is not embedded into your file, then our computers will default to the closest font or even turn the font(s) into symbols.

To make sure your artwork is printed correctly, you must check your fonts are embedded. To do this: **Open your PDF**, go to **File > Properties** > then click on the **Fonts** tab. All the fonts in your artwork should be listed as “Embedded Subset”.

