

# ARTWORK GUIDES

ICS Print & Reprographics - an extension to your office

icsprint  
& reprographics

*What's inside?  
Setting Bleed  
Colour Guide  
Accepted File Formats  
Transparency & Resolution  
Artwork Elements  
Foiling Artwork Guide  
Booklets guide  
WireBound Books Guide*

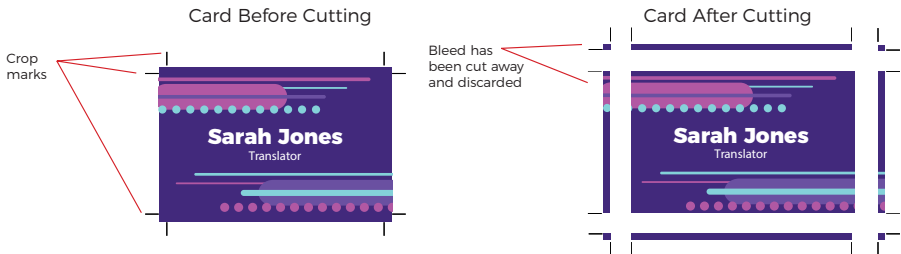
icsprint  
& reprographics

**explore more>**

# BLEED AND SAFE ZONE

## What is bleed and why is it required?

When graphics continue to the edge of a sheet of paper bleed is required. This is because a commercial printing press cannot print to the edge of a sheet of paper. Instead multiple products are printed on much larger sheets of paper and then cut down to size. Because it is impossible to cut exactly to the edge of your design a little over print on each side is required. This overprint is called “bleed”. Any document that is being professionally printed will require a bleed area and a safe zone providing the print runs to the edge of the document. The diagram below shows a correctly lined up business card with 3mm of bleed and crop marks. The crop marks show the line that the guillotines must cut to. The bleed is the area outside of these marks. Please note we do not require you to put crop marks on you design.



## How much bleed do I need?

The industry standard is to have 3mm of bleed on each edge and a 3mm safe zone inside. This means that the length of each side will be 6mm longer. For example an A4 sheet when lined up correctly with bleed will be 216mm x 303mm. It will then be cut down to its finished size of 210mm x 297mm.

## What is the safe zone?

The safe zone is the 3mm inside of the cutting edge in which no text or important information should be placed. Any graphics in this area risk being clipped when cutting. Across the following pages we will show you examples of documents with suitable and unsuitable bleed and safe zones.

# COLOUR GUIDE

## Colour differences

We don't check documents for colour set-up, and automatically convert all RGB documents into CMYK. This can cause some variations in colour, so we recommend that you set up your design software in CMYK where possible.

The RGB spectrum is much larger than CMYK. This makes it difficult to create a consistent quality of print within an RGB spectrum, as the variations can also differ between different printing presses (even if they are identical models). CMYK ensures a high standard of print quality, and no variation of colour during the print process.



## How do I create artwork in CMYK?

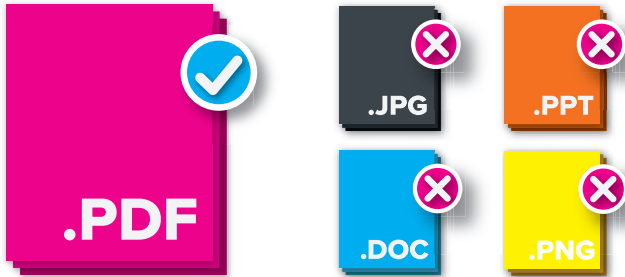
Most major design programmes will allow you to create a canvas in CMYK. Whichever programme you're using, you should be able to find and adjust the following settings:

- Colour Mode: CMYK (sometimes called Process Colours);
- Colour Profile: Forgra 39 (ISO 12647-2:2004);
- Export as PDF/x01a:2001.

Remember to check your proof before submitting for print and use a colour-calibrated computer monitor, if possible.

# ACCEPTED FILE FORMATS

We prefer all files to be submitted as PDF files to minimize any font, image, text, or formatting complications.



## Why should you convert your files to pdf before printing?

We always open your artwork to check it before it goes to print. When you open artwork on a different computer to the one it was designed on, this can alter the formatting and text. That's why we advise to save your print files as PDFs because it locks all the different elements in place.

## How to save a document as a PDF

To save your Microsoft Word/Publisher/PowerPoint document as a PDF:

- Go to File > Save As
- Choose a location for your saved document
- Name your document
- Under 'Save as Type', choose PDF
- Click save

If you don't have access to any software, you can use a website to convert your files to PDF. We recommend using: <https://smallpdf.com/pdf-converter>.

If you still need help saving your file as a PDF for print, get in touch with our team for advice.

# TRANSPARENCY & RESOLUTION

If transparency on a PDF is not set up correctly for print, this can cause problems. For example, without transparency one object on a top layer will be printed without any transparency, blocking any object on lower layers in the document.

## How do I avoid transparency issues?

The best way to avoid transparency problems is to 'flatten' layers within your PDF, so that a commercial printer can read all layers correctly.

You can do this in three different ways:

- Use flattening tools within the design software such as Adobe InDesign, Illustrator or Photoshop;
- Save in a certified format – PDF/x1a:2001 – to ensure flattening;
- Save the file into a raster format such as a JPEG or PNG.

Once you've flattened artwork, it can't be edited or amended in the future. Keep a copy of the original design file (select 'Save as') just in case you want to edit it in the future.

## What is resolution?

Resolution is a reference to the number of dots or pixels per square inch. The higher the density of dots/pixels in each square inch, the higher the image quality should be. Try to ensure all images in your design file are high-res, the standard for which is **300dpi**.

## Tips to avoid resolution issues

- Check the source of your assets/images. If you are using search engines for royalty free assets, we would recommend using resolution filters to find the highest resolution images. We would recommend you source high quality images from stock image sites such as Shutterstock or Pexel.
- Make sure your settings are correct when saving/exporting your artwork. The resolution options should always be set to a minimum of 300dpi, and if you are given compression options these should be set to maximum.

# ARTWORK ELEMENTS

## Images

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.

We highly recommend images to be CMYK, any RGB images will be converted to CMYK in our workflow which may result in small colour shift.



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



## Fonts

Use the following methods to ensure that your fonts will not be substituted when sent over to another computer.

**Embed your fonts.** If you have the font license for the font you have used in the design file, when converting into a PDF you will be asked if you would like to embed the fonts in the document. Selecting 'yes' packages the fonts with the document information files, so that when opened on another computer it will look exactly the same.

**Save an an image.** You can save a file into a raster format, such as a JPEG, PNG, or TIFF, so that the font becomes part of the image. This means it won't look any different when opened on any other computer but it does mean it is much harder to edit at a later date. This method is ideal for final proofing or sending to print, as every computer will display the same image.

**Outline your text.** If you are using Adobe InDesign or Illustrator, you will have the ability to 'outline' your text. This will turn your text into a vector shape and ensures that it will not be converted in to another font when you send the file from one computer to another.

# FOILING ARTWORK GUIDE

## Before you start

As usual, you'll need to make sure that your colour mode is set to CMYK and you have a standard 3mm bleed on your artwork. Once your document is all set up, you can start designing as you would usually. But please note that **we can only foil vector based shapes and text**.

This means that if you're applying foil to text on your design, you'll need to make sure that any text in your design is outlined. This is so that our software can recognize where to put your Foil. To outline your text on AI or ID, use 'ctrl/cmd+shift+0' or select the 'Type' drop down menu and hit 'Create outlines'.



Make sure that all of your artwork elements which are required to be foiled are converted to vector format and all the elements you'd like foiled are 100% Black (C:0% M:0% Y:0% K:100%)

## Saving for print

We will need your artwork to be supplied in a specific way to ensure that we only foil the areas you require.

When supplying artwork for a double-sided item with foiling on one or both sides, you should proceed as follows:

- Supply artwork as a 4-page pdf
- Page 1, supply the CMYK artwork for side 1 (front)
- Page 2, supply the CMYK artwork for side 2 (back)
- Page 3, supply the foiling artwork for side 1 (front)
- Page 4, supply the foiling artwork for side 2 (back), or supply a blank page if no foil is required on this side



# STAPLED BOOKLETS

## Pages

Stapled booklet page totals must always be divisible by 4, supplied to us as a single PDF document with individual pages, not spreads. This must run in the correct order as the finished printed booklet, from front to back cover.



The maximum amount of pages is dependent on the type of paper you choose. When the amount of pages is too high the form of the brochure will change because of the air inside.

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 (especially page numbers) or images too close to the edges of your booklet pages. A gap of at least 5mm is recommended on all edges. Please avoid content which crosses two adjoining pages.



## Size information

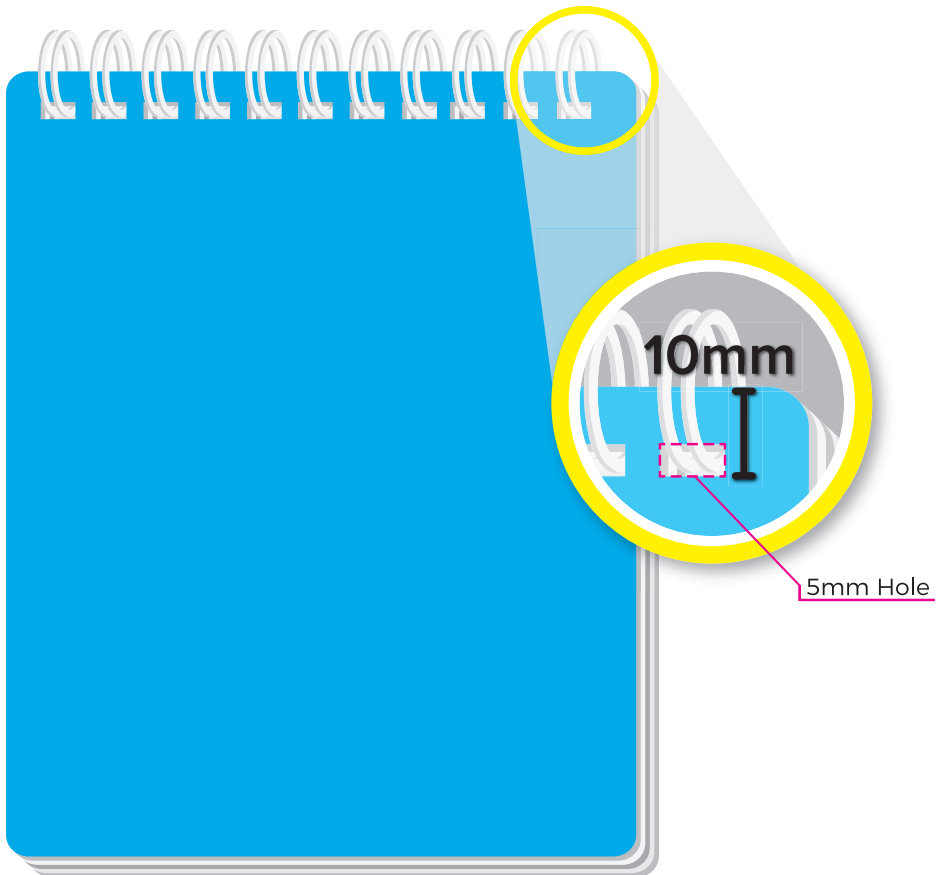
For stapled booklets we only offer specific sizes. These are, A6, A5, A4, 148mm Square, 210mm Square and DL stapled brochures and booklets.



# WIREBOUND BOOKLETS

## How to supply artwork for a wire bound booklet

When designing a job that is wire bound, please observe a minimum 10mm safe border on the edge of each page that is to be bound to avoid content being lost i.e. an area of at least 10mm from the edge of the page to the first text/graphic. We work to a 5mm wire hole.



**icsprint**   
& reprographics

**0121 782 0442**