

Preparing your artwork for print

Getting the best from your artwork

Spending time preparing and planning your artwork to ensure it is print ready will ensure that production will be a stress-free experience and the file is correctly printed. In this guide, we will show you what you can do to get your document ready for printing.

File formats

When sending artwork we recommend sending it to us as:

- **Print ready PDF** distilled at Press Quality with fonts embedded and images resampled to 300dpi. PDF is our preferred file format as it is generally trouble-free and creates a simple workflow between you and our pre-press department. Use "PDF/X-1a:2001"
- **Photoshop** Jpeg or Tiff with layers flattened, CMYK with a resolution of at least 300dpi.
- **Illustrator EPS** with fonts outlined and artwork flattened.

If you wish to submit artwork in other formats, please contact us and we will try to accommodate you.

Standard paper sizes

The A series of paper is the most commonly used worldwide for most types of printing - stationery, brochures, flyers and posters. The sizes are proportional to one another with each size twice as large as the following size i.e. A0 is twice the size of A1, which is twice as large as A2. A6 would generally be used for postcards, A5 for flyers and booklets, A4 for stationery and brochures and A3 and beyond for posters.

Standard A sizes

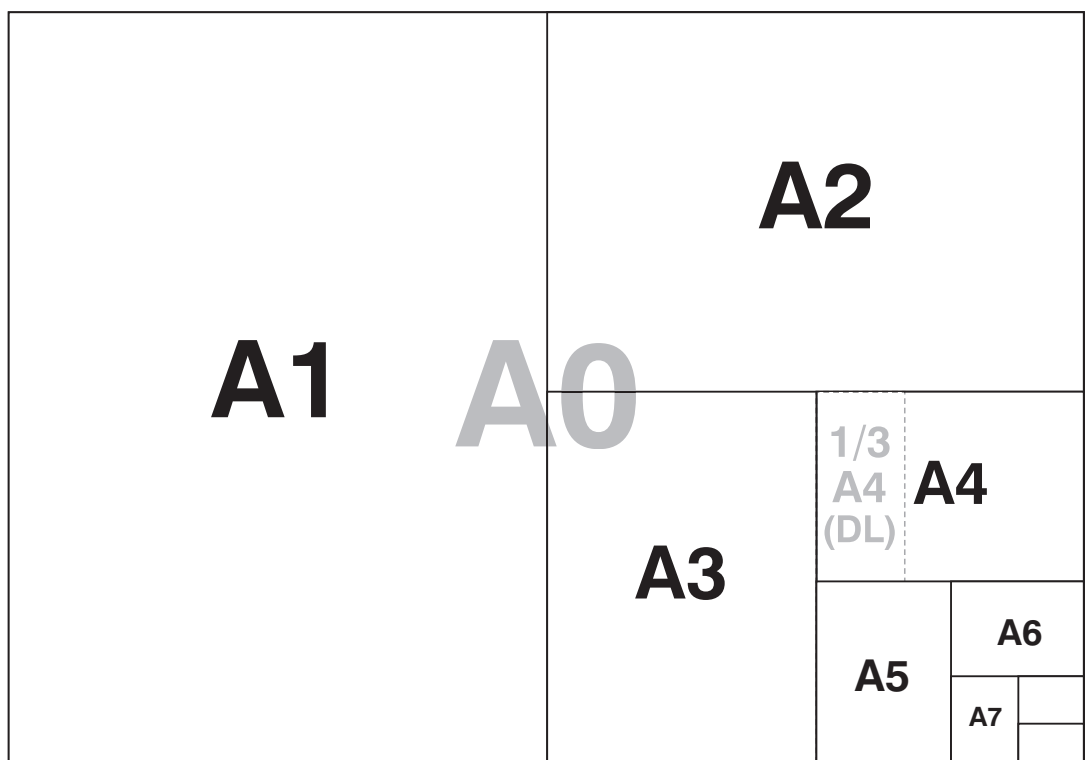
A0: 840 x 1188mm
A1: 594 x 840mm
A2: 420 x 594mm
A3: 297 x 420mm
A4: 210 x 297mm
A5: 148 x 210mm
A6: 105 x 148mm
A7: 105 x 74mm

Another common size for leaflets and flyers is 1/3 A4 (which is commonly referred to as DL). This size fits the standard business envelope.

1/3 A4: 99 x 210mm

Standard business card size:

85mm x 55mm



Bleed and crop marks

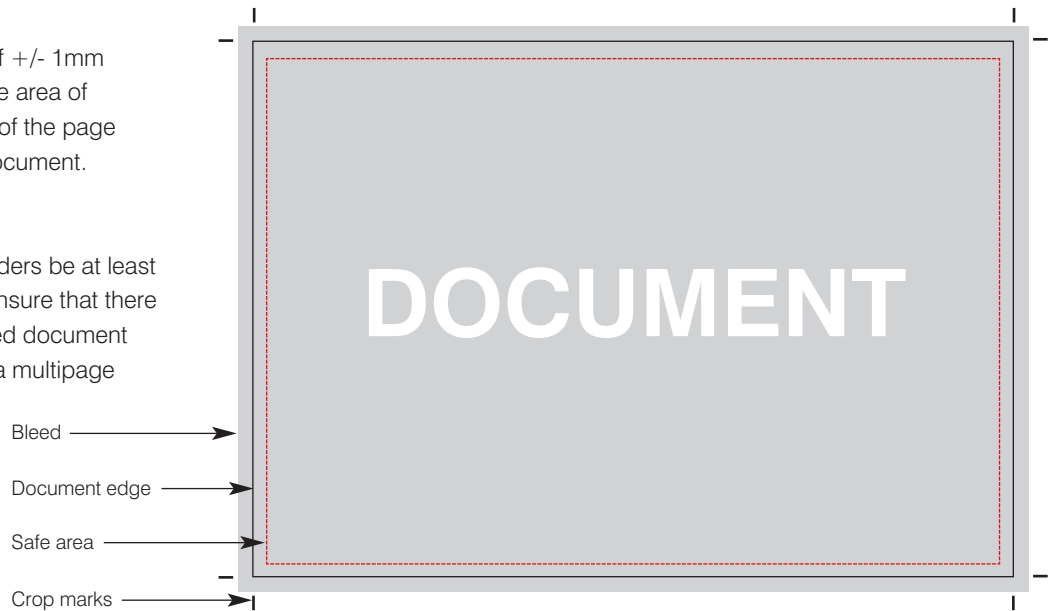
If you intend for your document to print right out to the edge of the page, it will require at least 3mm of 'bleed' on each edge. Bleed is an extension of the artwork beyond the edge of the document. Crop marks will also be required.

Safe area

There is a trimming variance of +/- 1mm so it is advisable to have a safe area of around 3-4mm from the edge of the page to the main type area of the document.

Borders

We would also advise that borders be at least 5mm inside the trim edge to ensure that there is no unevenness in the finished document due to trimming variance. On a multipage booklet, the border may need to be set in further. Please check with our design team.



Folding and binding

There are a variety of different folds that can be applied to your document. Here are some of the most common:

1. **Single fold (folding in half)** 4 page DL or A5 or A4
2. **Tri-fold (folding in thirds)** 6 page DL or A5 or A4
3. **A3 fold to DL (12 page DL), A2 fold to A5 (16 page A5)**
4. **Booklet (8/12/16/24+ page etc)** DL or A5 or A4
Note: page count in a booklet must be in multiples of 4.

BINDING OPTIONS INCLUDE:

5. Saddle stitched

A wire staple on the fold, commonly used in brochures, programmes etc.

6. Perfect bound or PURbound

the pages and cover are glued together at the spine with a strong yet flexible thermal glue. The main difference is between the types of adhesive used in the binding process. Perfect binding uses ethylene vinyl acetate (EVA) adhesives whereas PUR uses polyurethane reactive (PUR) adhesives. PUR adhesive offers superior adhesion over EVA and is more resistant to the glue cracking following repeated opening.

7. Thread sewn

The book is sewn in sections of (usually 16) pages, then the entire block is stitched together and fixed to the cover. Commonly used with hardback books.

4. Spiral bound

The book is punched with a series of holes and bound with a wire coil.

OTHER FINISHING OPTIONS:

Covers can be aqueous coated or laminated matt or gloss if required.

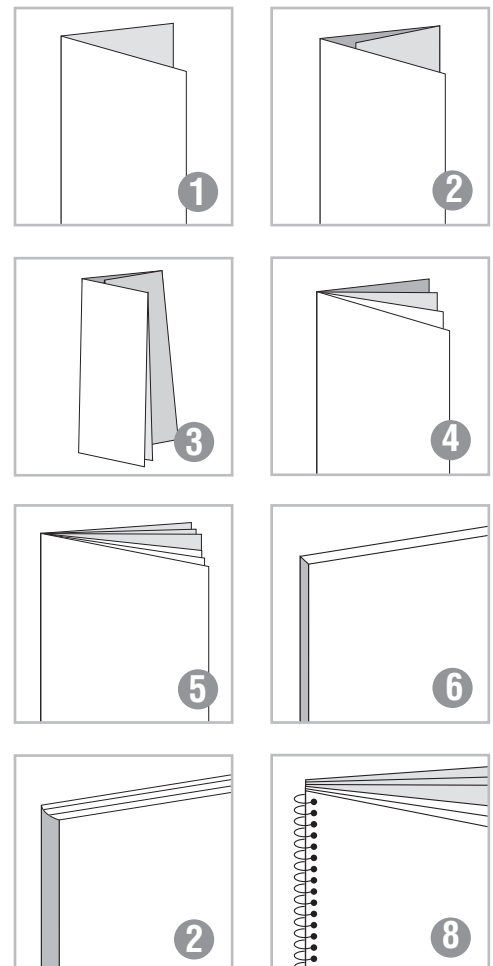


Image quality and resolution

Digital images come in two main formats: vector images and raster images. Vector images are usually logos or drawings which can be enlarged without compromising the quality of the image when printed. Vector images are created in programmes like Adobe Illustrator.

Raster images are a more common image format and include photographs. Raster images are made up of a finite number of pixels which means their quality are affected by the size or scale at which they are printed out. When supplying artwork please ensure that all raster images are 300dpi (dpi = dots per inch) and are 100% when placed in your document. Lower resolution will have an effect on the image quality and may result in pixellation on the printed document. It is important to note that increasing the resolution of a raster image in a programme like Photoshop won't improve the quality of the image.

Colour mode

There are two main modes for reproducing colour. These are RGB (red-green-blue) and CMYK (cyan-magenta-yellow-black). RGB is based on properties of light and is suitable for use for images being viewed on screen. CMYK is based on properties of ink and should always be used when a colour image is being printed. You should always ensure that the colour mode of your graphic files is set to CMYK.

If there are RGB images in your document, they will be converted to CMYK but the colour of your printed file will differ from the original RGB file on your monitor. Please note: there will always be a difference between what you see on your screen and what you will see on the printed page due to how the colour is reproduced.

Computer monitor	Printing inks
RED	CYAN
GREEN	MAGENTA
BLUE	YELLOW
	BLACK

Other helpful tips

Rich black text

Rich black is a CMYK mix and can cause registration problems with small, fine text. Make sure that all black text is set at 100% black and this means text will be printed with only the black plate and will eliminate any issues with registration.

Rich black solids

If you wish to create a solid, rich black in a colour document, the following settings are commonly used to achieve a dense, rich black colour: C - 40%, M - 40%, Y - 0%, K - 100%.

Don't overprint white text!

When outputting your file, please make sure that white text is not set to overprint. Setting a colour to overprint lays one colour over another colour. As white in CMYK is 0% on all inks, overprinting white on another colour means it will disappear!

Always embed all fonts

If your PDF is sent to us without the fonts embedded, our system could substitute them for something else if we don't have the required fonts which could have unexpected results. However, once the fonts are embedded in your PDF, it won't matter if we have the fonts that you have used, it will contain enough information to ensure that the fonts print out properly.

Printing from a Microsoft Word, Publisher or Powerpoint file



Commercial design and print companies use specific design software to create layouts and artwork for print (eg: Quark Xpress, Adobe Indesign, Adobe Illustrator). If you have prepared a document for print using Microsoft Word, Publisher or Powerpoint, and you wish to print it exactly as you have laid it out, you will need to save it (or export) as a PDF file. This will ensure that the jobs prints the way it looks on your computer, and avoids text reflow or elements moving prior to print. Note: a PDF file is not editable, so make all edits before you submit it.

Please ensure that you select the highest quality option (sometimes referred to as "Commercial Print") when saving the file and check the "PDF/X-1a:2001" box. Preview the PDF file before submitting it to us to ensure that all elements are displaying correctly.

Notes on paper and card

Paper and card for commercial print largely falls into two categories: coated paper and uncoated paper.

Coated paper and card

- Most commonly used for promotional print, leaflets, brochures, posters, booklets, magazines etc.
- Has a smooth, coated finish
- Available in gloss, silk or matt
- Suitable for use with aqueous coating. Aqueous coating applies an additional finish to a printed job (can be gloss, satin or matt) and seals in the ink, preventing set-off or marking.
- Colour reproduces extremely well on coated paper, photography is vibrant.
- Has excellent drying properties

Uncoated paper and card

- Commonly used for stationery, letterheads etc, along with brochures.
- Can be smooth or textured.
- Gives a tactile quality.
- Not suitable for use with aqueous coating.
- Colour reproduction is flatter in comparison to coated paper. Photography will not have same bounce or vibrancy.
- Requires additional drying time after printing, particularly with large areas of coverage.
- We recommend speaking to our production team if you are choosing an uncoated paper for printing with large ink coverage.

Paper and card weights

- 115gsm: for use in large books.
- 130gsm: or use in leaflets and booklets.
- 170gsm: for use in brochures and posters
- 200gsm: for use in brochures
- 250gsm: for use on covers.
- 300gsm: for use on covers.
- 350gsm: for use on folders, business cards, postcards etc.
- Note: lamination will “bulk-up” the weight of the printed piece.

How to submit your artwork

Email

Files up to 10MB can be sent to us via email info@brosnapress.ie. Please call us on 090 6454327 to ensure that your artwork has been received as occasionally spam filters may filter out emails from unknown addresses.

WeTransfer

WeTransfer is a simple and free way to send large files over the internet. Visit www.wetransfer.com. We will receive a download link for your artwork file once you have uploaded it and submitted to our email address.

Dropbox

You can upload your files to your dropbox account, and share the folder with us, using our email address. Visit www.dropbox.com.

Call in to us

You can call to our premises with your files on a USB device and we can load them directly onto our system.

BrosnaPress
CREATIVE DESIGN & PRINT

Contact us

Brosna Press Creative Design and Print, Ferbane Business & Technology Park, Ballycumber Road, Ferbane, Co. Offaly
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For technical queries, please call the design team on 090 6454327