



PRINT GUIDE

**A HANDY GUIDE FOR
SUPPLYING ARTWORK**



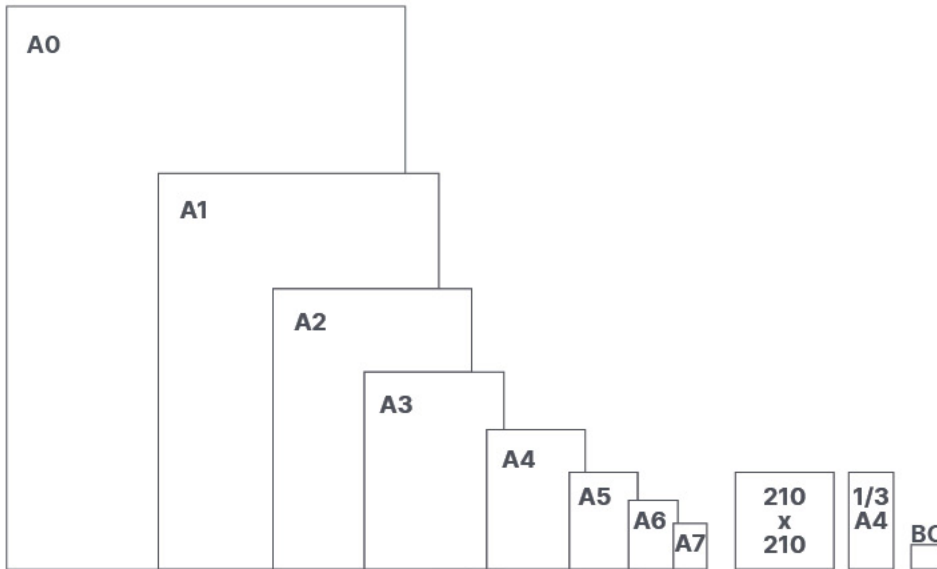
SUPPORT

At PSL we are always there for you and we're only truly happy when you are. With over 35 years of experience in printing, we've answered some of the most commonly asked questions when clients supply artwork to us.

So, if you have questions like, what is bleed and how do I apply it? Or what is a Print Ready PDF? You are in the right place.

Hopefully, we have covered everything to help you create your artwork, but remember, at PSL we are here for you, so if you still need help call your account manager.

PRINT SIZES



Paper Size	Dimensions
A0	841mm x 1189mm
A1	594mm x 841mm
A2	420mm x 594mm
A3	297mm x 420mm
A4	210mm x 297mm
A5	148mm x 210mm
A6	105mm x 148mm
A7	74mm x 105mm
1/3 A4	99mm x 210mm
Business Cards	
Standard	55mm x 85mm
Folded	55mm x 170mm

PAPER WEIGHTS

Below is a guide to different paper weights for you to consider when printing. Paper weight is measured in grams per square metre or GSM as it is more commonly known. In general, the higher the GSM rating the heavier and thicker the paper will be.

80 – 100gsm:

The weight range of standard office paper, used in your desktop laser printer or photocopier and would rarely be used for brochures.

110 – 120gsm:

Commonly used for stationery paper for things such as letterheads and compliment slips.

130 – 170gsm:

Heavier, more durable paper usually used for posters, leaflets, flyers and pages inside a book.

170 – 200gsm:

This is the midway point between paper and card. Used for brochure covers and is great when used for more luxurious posters or quality double-sided flyers.

250 – 300gsm:

Moving away from paper, this is regarded as card, which can add a quality finish to a book if used as a cover.

350 – 400gsm:

Usually the weights of a good business card.

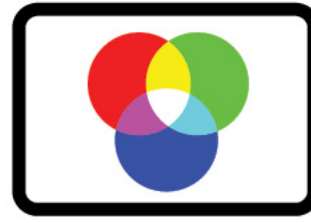
WHAT'S THE DIFFERENCE BETWEEN CMYK AND RGB

CMYK: stands for **Cyan, Magenta, Yellow and Black** - the inks we mix together to produce your printed material.

RGB: stands for **Red, Green and Blue** - the colours of light a computer screen mixes together to make colours on screen. In other words RGB is used for viewing colours on a computer screen, like this website.



CMYK



RGB

All our presses, big and small, use Cyan, Magenta, Yellow and Black inks to transform your digital file to printed media. **Please ensure your artwork is set up as CMYK.** If you use RGB images or colours we will convert these to CMYK for you but the colour of your printed file may appear different when printed.

AVOID RICH BLACK TEXT

Rich black is a CMYK mix. No registration is absolutely perfect; there is always a little shift or stretch. **Make sure that all black text is set at 100% black.** This means the text is only printed once with the black plate, eliminating registration problems.

TEXT/FONT SIZES

Be careful when using small font sizes. We don't recommend smaller than 7pt for small format work up to A3 and 11pt for large format above A3.

IMAGES

All images should be **300 dpi**. DPI is the amount of ink dots per inch; 300 dots per inch is the required standard for printed material. Images should also be placed at 100% size in your final document.



72dpi

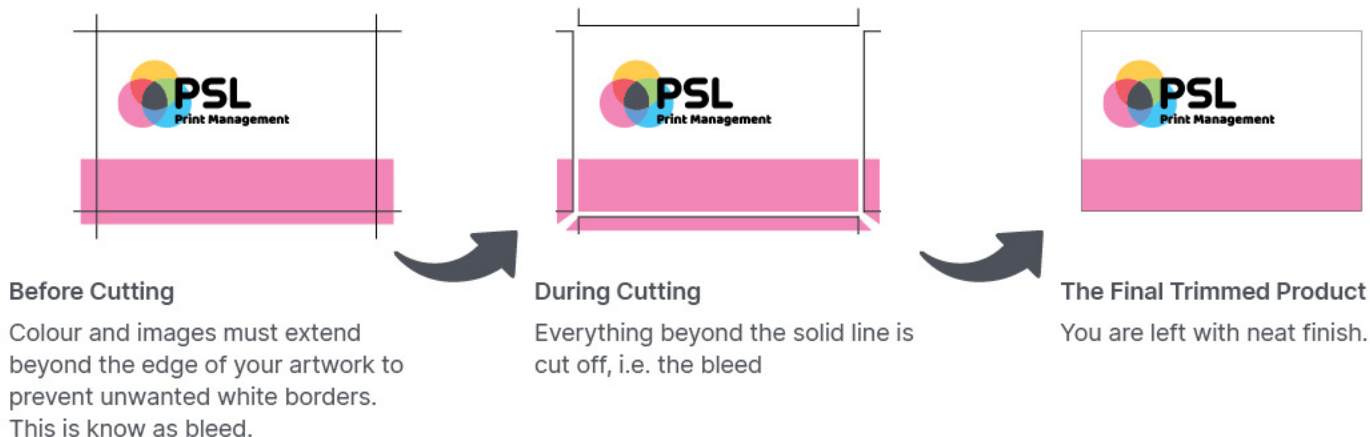


300dpi

WHAT IS BLEED?

Print movement can be a challenge for both printers and designers. Throughout the production process, slight movements are inevitable and cannot be completely prevented, but applying bleed can help. Bleed is ink that prints beyond the trimmed edge of the page to ensure it is finished as expected after trimming. You should always create at least **3mm bleed** on all edges where bleed is needed. Supplying your job without bleed may result in white lines when we trim it, as up to 2mm shift in print is considered within tolerance.

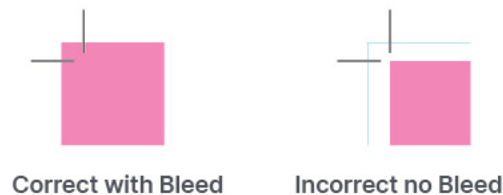
Clear Zone: If your artwork is not intended to bleed off, ensure it is positioned at least 5mm away from the edge of the page to account for slight shifts during printing and finishing.



HOW TO APPLY BLEED?

The concept of applying bleed is the same for all desktop publishing programs. You need to extend the object box, whether picture or colour, out past the edge of your page. Then, when creating the PDF, you need to set your bleed margins to 3mm.

Some free versions of applications like Canva, restrict this feature. You need to make your page/image size 6mm bigger at the start. You will then treat the extra 6mm (3mm all round) as bleed, which will be removed when we trim your job. For example, A4 is 210mm x 297mm. Your page with bleed will be 216mm x 303mm.



WHAT ARE CROP MARKS?

Crop marks, also known as trim marks, are lines printed from the corners of your page, to show us where to guillotine. When an image or colour on the page extends past the crop marks on the sheet, it is regarded as bleed. Please create your crop marks to the finished size that you have ordered.



PRINT READY PDF



PDF stands for Portable Document Format. Supplying a print-ready PDF not only eliminates all of the extra files you would have traditionally been sent to a printing company, it will also speed up your file

through our pre-press department as we won't need to load everything into our system. By supplying a print ready PDF you create a simple workflow between you and us, enabling a hassle-free transition from design through to print and delivery.

PRINT READY CHECKLIST

- The file is supplied as four-colour process CMYK and not RGB. If you are unfamiliar with this terminology don't worry, we will convert it for you, though some colours may look washed out.
- The document's page size is the finished trim size.
- Fonts are embedded or converted to outlines so no fonts are needed.
- All picture resolution is 300 dpi at 100% of the final image size.
- Images are embedded in the file.
- Files are supplied with 3mm bleed.
- Artwork is at least 5mm from the edge of the page; this is regarded as a safe or quiet area.
- Black text is 100% black and not a mix of CMYK.
- White text is not set to overprint.
- Any multiple-page PDF consists of single pages running from the front cover through to the back cover, including blank pages if needed.
Do not send PDFs as spreads

FILE TRANSFER

- For files less than 5MB, use email
- Larger files use WeTransfer: [pslprint.wetransfer.com/](https://www.pslprint.wetransfer.com/)

WHAT TO AVOID

Avoid supplying artwork created in Microsoft Office

Applications such as Word, Excel and PowerPoint don't have key features that allow you to add bleed or work in CMYK.

- Direct Mail ● Print Management ● Print Audit
- Warehousing & Distribution ● Promotional Products
- Web 2 Print ● Online Ordering 24/7
- In-House Design Service



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