Roxbourne Press Ltd
SUPPLYING ARTWORK

Before any job can be printed it is necessary to create some sort of artwork/design.

We are able to produce artwork for you if required, and would be happy to quote after discussing your design brief with you. You can provide images or text files for us to use when preparing your design, and these can be supplied in most common formats.

However, many people now wish to create their own artwork, using either their own software or online design sites such as Canva®.

There are however many technical issues that one should be aware of when creating artwork for commercial printing. In this document we discuss some of the common issues. Should you need further advice do please ask.

What format should I save it in?

It is possible to supply artwork to us in several formats with acceptable results. Which format you choose will depend on the software you are using to create your artwork.

Our preferred format is **.pdf (Adobe Acrobat®)** which, when made correctly, can prevent many of the issues we come across. When supplying a .pdf note the following:

- It must be **unsecured**. PDF files can include security which, whilst maybe allowing a simple print out, will prevent us using our usual workflow. In this case we would need you to provide an unsecured version or the password.

- If any element in your design runs off the edge of the page, we will require **3mm bleed.** Bleed is an additional area around the artwork that will be trimmed off during production. All objects that run off the edge of the finished page should extend beyond the trim line by 3mm. Note that it is often necessary to select 'include bleeds' when exporting your pdf. *(see bleed and going too close to the edge section)*.

- Graphics should be high-resolution. Please use high-res graphics when creating your artwork. Also be aware that some pdf settings (eg smallest file size) will compress images resulting in reduction in quality. *(see resolution section)*

- All fonts should be embedded.

- We recommend colours are specified in CMYK colour mode. (*see colour expectation section).*

If you have the option to export as pdfX/1a, then this normally gives good results. If you are unable to supply a perfect pdf - don't worry! Send it to us and we may still be able to use your file or advise how to proceed.

The other safe way to supply artwork is as a flattened, high resolution raster file such as jpg. We recommend a resolution of 300 or 600dpi at the size it will be printed *(see resolution)*.

Be aware that jpg and pdf formats do not allow us to easily make amendments. Whilst some changes may be possible, we cannot guarantee to be able to make alterations. We suggest you also keep the source document in just case.

How do I get the artwork to you?

Artwork can be supplied to us by attaching to an email. Larger files can be sent via **https://roxpress.wetransfer.com.** Alternatively you can always come in with your USB device. Please talk to us if you wish to supply by any other method.

Check carefully for errors.

Please check all artwork / copy you send to us. Check carefully that spellings and details are all correct. Whilst we may flag something we notice, we do not proof-read your work, and cannot accept responsibilty for any errors in customer supplied artwork.

Please carefully check any proofs we provide to ensure nothing has gone wrong during the processing of your file. There may be a charge if amendments are necessary or if you need to resubmit your file. We cannot accept responsibilty for any errors once a proof has been approved.

Printers Marks

As long as bleed is included, we generally don't need any additional marks. Crop marks are ok. Bleed Marks, Colour Bars and/or keylines should NOT be used as they can cause problems.

The Top 10 issues we regularly encounter.

No Bleed. Design elements do not extend beyond the trim line.

To compensate for inaccuracies of printing/guillotining, your artwork should include bleed. This is an additional 3mm around the outside of the artwork which will be trimmed off after printing on an oversize sheet. Any background colours or design elements that run off the edge of the sheet (bleed) should extend by this amount. See diagrams. (Note: If your design has clear white borders all round then bleed is not required.) Many page-layout applications support bleed but you may have to specify the bleed amount when setting up the document. When exporting to pdf you normally have to select 'include bleeds' or 'include crops and bleeds'. Some apps such as Word and Photoshop do not do not intrinsically include bleed. In this case one should either set the size of the canvas to 6mm bigger than the job (remembering that 3mm all round will be trimmed off) or to make sure you have sufficiently wide margins so that the artwork can be enlarged a little and trimmed inside. If you are unable to supply bleed it may be possible to correct this, but it is always preferrable to supply it in the first place.

Putting design elements too close to the edge of the sheet.

As with adding bleed, because there are small inherent variations when printing it is important not to go too close to the edge of the finished sheet. To minimise the effects of this we recommend that no text or design elements are positioned closer than 4-5mm of the edge of the sheet. This is often called a 'safe area'. For aesthetic reasons it is normally advisable to have margins larger than this anyway.

Don't break the law - beware of copyright images.

Be aware that most images/content on the internet are subject to copyright and cannot be used without obtaining the appropriate permission to use them. This includes photographs, illustrations, fonts and maps. Please check all permissions carefully while creating your artwork. If an image has a watermark, or is marked 'for Editorial use' it should not be used. We recommend you purchase a licence to use images from a stock image website (eg 123rf.com, adobe. com, dreamstime.com or istockphoto.com). Free images can be obtained from other sites eg pixabay.com. Alternatively you can always use photographs taken on your own camera. *For more advice see our document – Photos/Images.*

Resolution too low = poor quality print.

Images / Graphics / Artwork should be supplied as high-resolution files. Beware of using images directly from the internet as they may be poor quality and are often subject to copyright.

Files containing text should be at least 300-600dpi (at the size they will be printed) and photographic images should be 100-300dpi. Photos shared via smartphones are sometimes downsampled (reduced in resolution) – please send as 'original size' or email the original file. Screen shots are rarely acceptable quality. The file size of High-Res images can be large so consider sending via our WeTransfer page. Be aware that when enlarging an image the resolution/quality will reduce, eg artwork sized for a leaflet will not necessarily be good enough for a poster. We will advise you if we think quality will be an issue, however it is not usually possible to improve a low resolution image.

Colour specification/expectation.

Please remember that colour can be affected by many factors and can vary greatly across different devices and environments. The printed job may look very different to how it appears on your computer monitor, phone or home printer, especially if colours are specified in rgb. If colour is critical the best policy is to obtain a proof that has been produced on the actual machine that will be used to print the job. Printed colours often come out darker than expected. Specifying colours in cmyk rather than rgb will give you a better approximation of how the final job will appear. Spot colours should be avoided unless you have checked that your job will be printed using this method. Beware of using tint values lower than 10% or higher than 85%.

Wrong number of pages in a stapled book.

A saddle stapled book is made by folding 2 or more sheets of paper in half and stapling in the fold. This gives 4 pages (sides) for each sheet (section). So the number of pages in a book must be a multiple of four. ie 8-pages, 12-pages, 16-pages and so on. If this is not supplied it will be necessary to insert additional blank pages. These would normally be added to the inside covers and/or at the end of the book. Artwork for books should be supplied as a multipage pdf with one side per page in the correct order. Don't forget to include any intentionally blank pages. It is not necessary to pair the pages up. Also note there is a limit to how many pages that can be put into a stapled book. For larger number of pages you might want to consider wire-O binding or perfect binding

Wrong shape.

Artwork or images can be enlarged or reduced in size but they need to be the correct shape/proportion to your requirement. The majority of jobs in Europe are printed using the A-size system that has proportionate edges. For example, an artwork provided A4 size (210x297mm) can easily be reduced to A5 and the shape remains the consistent. If artwork is supplied in a different size/shape to the final job then it may be necessary to crop, distort or add areas of blank space. Check your document size before starting and watch out for American sizes such as Letter (216x279mm).

Missing Fonts.

There are thousands of fonts available these days. There is no guarantee that we will have every font that you use. Exporting your artwork in pdf format with fonts embedded is the safest way to supply your artwork. If you supply a native file (eg InDesign®, Photoshop®, Word®, Publisher®, etc), unexpected results can occur if the fonts are missing. We would recommend a proof in these circumstances to ensure your job comes out as expected.
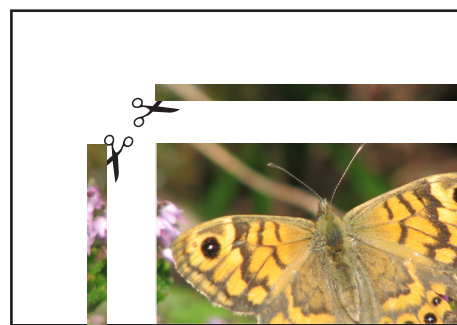
Fonts too small.

It is always advisable to make an 'actual size' print of your work. Remember your business cards might look good on your computer screen but when printed the fonts may too small to read. Be wary of using fonts smaller than 5 points or when reducing a graphic in size. We also recommend avoiding 'Thin' fonts at small sizes, particularly when they are white out of a solid colour.
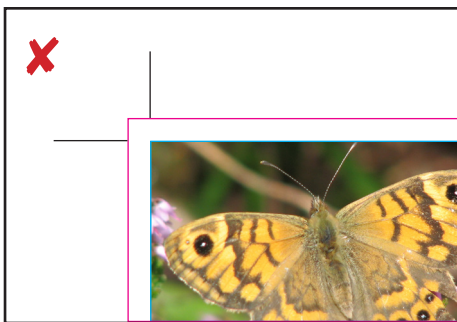

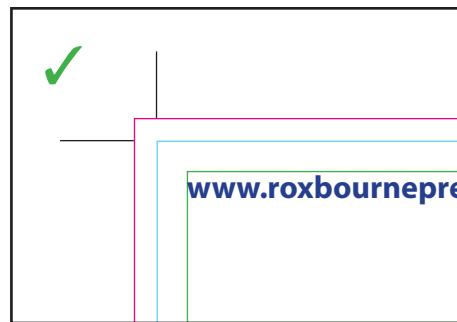
bleed area
trim line

Image extends beyond trim line to bleed area.

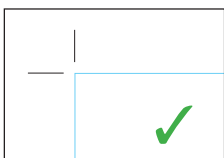*The area between the blue and the red lines will be trimmed off after printing.*

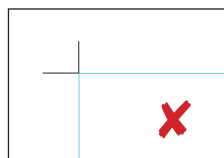*Artwork has crops and bleeds, but image does not extend into bleed area.*
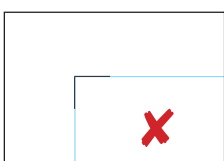

bleed area
trim line
safe area

www.roxbournepre

Text is within the safe area (4.5mm from trim line)

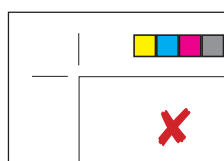*Correct crop mark*

Incorrect crop mark

Incorrect crop mark

Keylines and colour bars are NOT required

bleed area
trim line
safe area

www.roxbournepre

Image has bleed but text is outside the safe area so is too close to the trim

www.roxbournepress.co.uk   020 8866 2762

Diagram of 85x55mm business card artwork showing marks and bleeds

Crop marks show where the job will be trimmed. These are not required as long as the finished size is specified

Shaded area = 3mm bleed. This is an additional area (ideally 3mm all round) that is trimmed off once the job is printed.
(Total image size = 91x61mm)

Margin. Don't go too close to the edge of the sheet. We recommend a minimum margin (safe area) of 4.5mm.

55mm

85mm

RP

Roxbourne Press

This will be the finished size. A keyline is NOT required here.

RP

Roxbourne Press

The finished size is 85x55mm

Standard sizes	dimension (mm)	use for
business card	85x55	Business cards
A6	148x105	Advertising cards, small leaflets, invitations, advertising pads
$^1/_3$ A4	210x99	Leaflets, compliment slips
A5	210x148	Leaflets, booklets, newsletters invitations, orders of service, forms
A4	297x210	Leaflets, letterheadings, newsletters, brochures, forms
A3	420x297	Small posters
A2	594x420	Posters, architectural plans, welcome signs
A1	841x594	Posters, architectural plans, table plans, welcome signs

If your posters will be put in a frame, please advise the size of the frame so we can ensure it fits