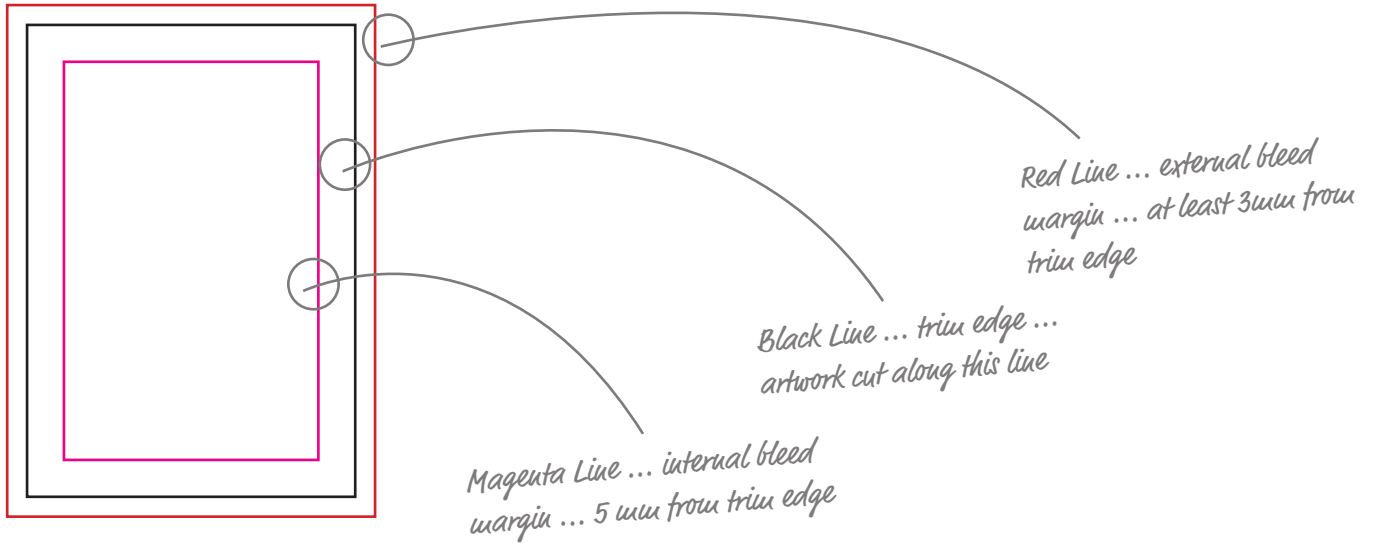


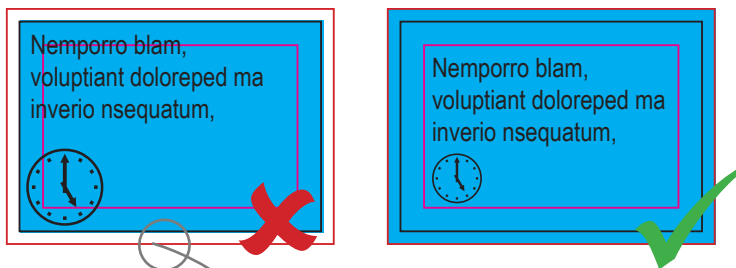
# ARTWORK PREPARATION FOR PRINT



The **red** line is the external bleed margin. All background images, colours, patterns and artwork elements that touch the trim edge must also extend to the external bleed margin. This should be at least 3mm from the trim edge.

The **black** line is the trim edge. This is the line along which your printing will be trimmed or cut.

The **magenta** line is the internal bleed margin. All text, logos and important graphics must be kept within the internal bleed margin. Any text or images that extend beyond the internal bleed margin risk being trimmed or cut off during finishing. This should be a minimum of 5mm from the trim edge.



- × Blue background colour stops at trim edge
- × Text is inside the 5mm internal bleed margin
- × Image is inside the 5mm internal bleed margin

## Internal Bleed

Make sure all your text and logos are within the internal bleed margin, otherwise they may be trimmed off.

## External Bleed

Make sure all backgrounds / elements that meet the trim edge extend to the edge of the external bleed line so you won't have any white edges.

## Artwork Size

Make sure your design is the right size or it may be automatically resized which may distort your artwork.

## Border Width

Make sure all borders are at least 5mm from the trim edge to avoid any uneven borders.

## Image Resolution

Make sure all images are 300dpi and rasterized text is 150dpi when placed at 100% so they won't look blurry or pixelated when printed. If possible save as CMYK .tif format before placement.

## Fonts

Ensure all fonts are embedded correctly or even better ... outlined. Problems can occur if a font is included which is not licensed to embed.

## PDF

We prefer print ready PDF files with bleed and trim marks.

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