

## **To ensure the highest print quality and to avoid delays in the delivery of your goods, please consider our artwork requirements below when creating graphic art files.**

- **File Forms Accepted**

We accept vector files in .pdf, .ai, .eps, .cdr format, created as high resolution print quality with bleed. Unfortunately, we do not accept files in .jpg, .jpeg, .png, .gif, etc.

---

- **Resolution**

Resolution is the number of pixels within an image. Generally speaking, the higher the resolution, the better the final result of your job will be. To obtain the best possible quality and sharpness for your job, your images and logos need to be supplied in high resolution. A minimum of 300 DPI is required.

---

- **Colours**

PMS colours to be named correctly within artwork and noted on hardcopy or PDF proof to allow us to colour match. It's important to convert all of your images from RGB to CMYK before sending them to us, please do not supply images as RGB.

---

- **Outline Your Content**

Please convert all contents to outlines. Without this, we accept no responsibility if any fonts, images etc are missing.

---

- **Bleed and Die line**

Artwork requires a minimum of 3mm bleed outside of the die line.

Internal Bleed(Safe Area): We require 2-3mm of internal bleed on all files – that means you need to keep all your important information 2-3 mm away from scoring and folding.

Bleed: If your document has colour that prints right to the edge of the sheet, you must supply your file with a minimum of 3mm bleed. Bleed is the image area extending outside of the die line. This allows for a small amount of movement that may happen in production. This is a very important step, and if not done the correct way, we may not be able to print your file.

## Bleed & Trim Marks Required on all Files

### INCORRECT - Missing Bleed

If you require an image or colour to print to the edge of your printed paper, those images or colours **must** extend 3mm past the **Trim Size** of your artwork.

This bleed is required so that when this card is guillotined to the final size, white strips of unprinted paper do not appear at the edges of the card.



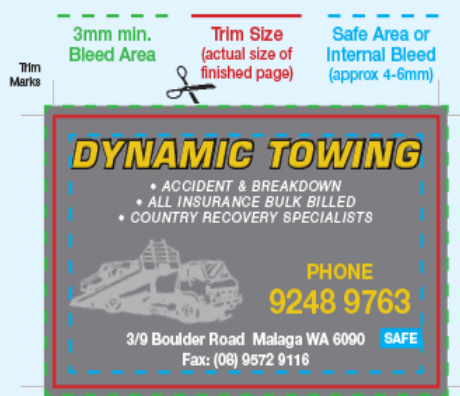
## INCORRECT

### CORRECT - 3mm Bleed on all sides

By extending the images and colour near the cut line by an additional 3mm past the cut line, you ensure your card will be trimmed properly.

And keeping all critical text within the **Safe Bleed** area ensures no text is trimmed off.

**3mm bleed on all sides (for most products).**



## CORRECT