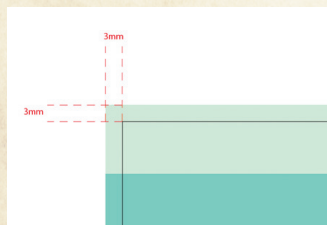


Bleed, Resolution, Colour & PDF Settings



BLEED

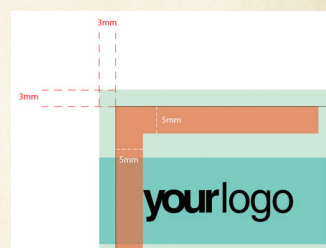
Bleed is the area of artwork that is extended beyond the actual dimensions of the document. It is used to avoid strips of white paper showing on the edges of your print should the batch be misaligned when cut to size.

Any objects in your artwork that touch the edges of the document require bleed, for instance a background colour or image should spread to cover the entire bleed area as should any objects that creep in from the side of the page.

Bleed of up to 3mm is a typical standard. This 3mm accounts for each of the four sides of the page, therefore you should add 6mm to the width and height of the document.

A4 PAPER = 210mm x 297mm
210mm + 6mm BLEED = 216mm WIDE
297mm + 6mm BLEED = 303mm DEEP
TOTAL DOCUMENT SIZE = 216mm x 303mm

In addition to bleed, you should also add a margin to the edges of the document to avoid having your objects look as if they are about to fall off the page or even worse actually get



cropped off when the document is trimmed! The amount of margin is a personal preference, but at least 5mm or 10mm is preferable depending on the size of the overall design.

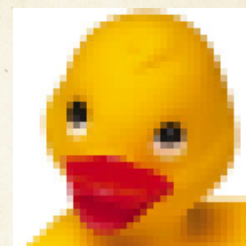


High Resolution 300 DPI image

RESOLUTION & COLOUR

To obtain the best quality results we require images at 300 DPI at 100% in size. For colour Printing they should be converted to CMYK and for one colour printing they should be Mono or Greyscale only.

On the left is an example of a high quality 300 DPI file at 100%. Note the crisp detail. This picture will look very good when it is printed. On the right is an example of a low resolution 72 DPI image placed at 100%. This file is not suitable for printing.



Low Resolution 72 DPI image

PDF SETTINGS

Modern printing is almost entirely PDF based. We prefer a Commercial Press Quality PDF over all other file types to print from. A correctly produced PDF embeds all typefaces, colours, sizes & styles ensuring your file prints accurately, economically and with no surprises.

All major software programs will Export or Save a Press Quality or High Resolution PDF of your Artwork files, but please call us first if you are contemplating Spot Colours, Foils, Perfs or Die Cuts.

When outputting your PDFs, please make sure that image resolution remains as high as possible, all your fonts are embedded, the colourspace is CMYK and that Bleed is included and Trim Marks are applied. Multiple pages should be supplied as single pages, not spreads or pairs inside the PDF.

Please don't hesitate to call us here at Hastings at any stage of your Artwork creation process, we want your job to print easily, economically and above all look as good as it possibly can!

Phone: 4779 8088 • Fax: 4779 8688