# PRINT-READY
# ARTWORK SPECIFICATIONS

**ExBo** VISUAL

PRINT | SIGNAGE | DIGITAL

**To get the best print results from your artwork, please follow the guidelines below for all small and large format printing. Give us a call if you have any questions.**

## FILE FORMAT

### We accept only press ready PDF files.

Files supplied in other formats will incur a handling fee and may not print as expected. A correctly set-up PDF file gives the best print results across all our small and large format printing techniques.

## RESOLUTION

### All images must be at 300dpi & embedded into the file.

Images must be at **300dpi when at 100% pixel size**. When starting a new artwork file make sure the resolution is set to 300dpi (dots per inch / pixels per inch). If the resolution of your file is lower than 300dpi, converting it to 300dpi will not improve its quality. In most cases you will need to start from scratch with a high res file. If you are scanning images it's a good idea to scan at a higher res and then convert it to 300dpi once the layout is finalised. Please note: if you are sourcing your images from the internet, web resolution is often 72dpi (standard screen resolution) which will print pixelated.

## COLOUR MODE

### All artwork must be CMYK, not RGB.

**CMYK** stands for **C**yan, **M**agenta, **Y**ellow, **B**lack (K), which are the primary colours for print. Our printers use combinations of cyan, magenta, yellow and black inks/toners to print any colour you require. RGB stands for Red, Green, Blue, which are the primary colours for light. Your computer screen or television set use combinations of red, green and blue light to make up the colours that you see on your screen.

If your artwork is set up in the RGB colour mode the colours won't print as you see them on the screen, as printing is done in CMYK. Converting your file to CMYK will give you a closer representation of how your artwork will look when printed.

**PLEASE NOTE: Some colour variation is inevitable.** Screen colour calibration, the type of light you work in, the type of printer being used, the type of media being printed on, the type of finish you have specified are all factors that cause variations in colour. If you have provided a proof or Pantone colours we will try our best to match it as close as possible, taking into account the printing process and type of media being printed.

## FONTS

### All fonts must be embedded or outlined (converted into curves).

Embedding or outlining your fonts will ensure that your art looks right, regardless of whether or not we have the font on our system. Please supply your fonts if you are unsure how to embed them.

**PLEASE NOTE:** Once fonts are outlined no text editing will be possible.

## BLEEDS AND MARGINS

### All artwork needs to have 3mm bleed

Bleed is extra print that is trimmed away when your artwork is cut to size. In the cutting process some movement of the printed sheets may occur. If you do not have any bleed, if page shift occurs you will get a white line where there is no print. This shift can happen either away from or into the artwork so it is always best to keep important info at least 3mm-5mm away from the trim edge.
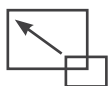
## SCALING

### PREFERRED SCALING IS 100%.

If you need to supply your file scaled, please include the scale in the filename IE jobname_@50%.pdf

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## BLEED AND CROP MARKS

When you prepare a document for printing, bleed (the parts of text or objects that extend past the page boundary) is essential for the slight inaccuracy when trimming [see Figure 1]. Crop marks are the fine (hairline) horizontal and vertical rules that define where the page should be trimmed.

## SETTING UP BLEED

To set up bleed, make sure that you extend the artwork past the page to accommodate the bleed. Specifying the bleed areas in the Document Setup dialog box [see Figure 2 ]. The bleed area is discarded when the document is trimmed to its final page size. Objects outside the bleed are not printed.

**Instructions for creating bleed in InDesign** [Figure 2]

1.  Choose File > Document Setup.
2.  Click Bleed and Slug on the left side of the Print dialog box.
3.  Input a bleed values into the Top, Bottom, Left and Right.
4.  Press OK.

**Instructions for creating a pdf with bleed** [Figure 3]

1.  Choose File > Export.
2.  Click Marks and Bleeds on the left side of the Print dialog box.
3.  Tick Crop Marks
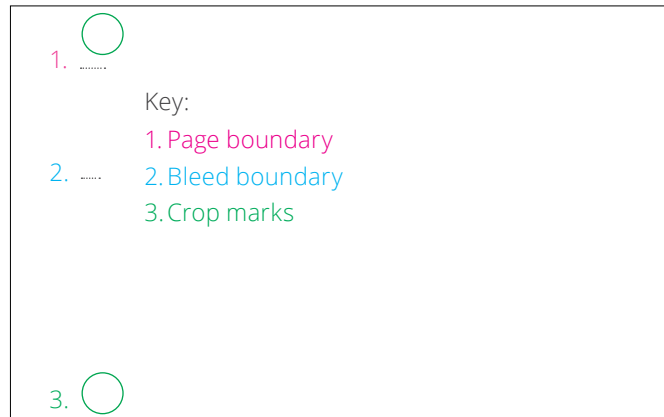4.  Tick Use Document Bleed Settings.
5.  Press Export.

**we transfer**

## ARTWORK UPLOAD
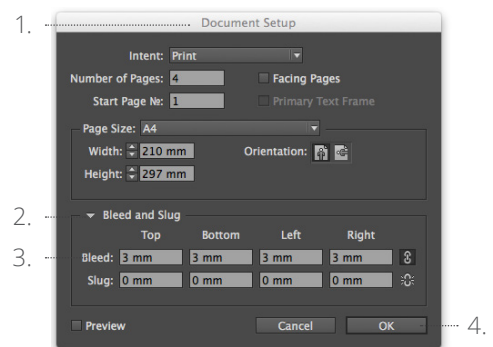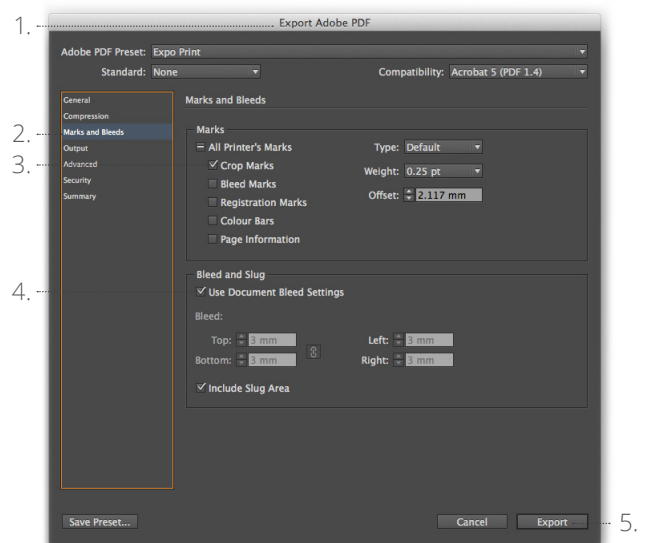
If your PDF file is too large to send via email, please send via WeTransfer link.



Key:
1. Page boundary
2. Bleed boundary
3. Crop marks

Figure 1 - Bleed area and crop marks



Figure 2 - Document setup



Figure 3 - Export to pdf

## Check our website for some common templates
exbovisual.com.au/downloads/