






HOW TO SET UP AND EXPORT YOUR ARTWORK READY FOR PRINTING

- ✓ Must be a high-quality PDF file
- ✓ CMYK colour mode
- ✓ Minimum 300 dpi
- ✓ Include a 3mm bleed
- ✓ Keep within 3mm Safe Zone
- ✓ Include crop marks

 **3mm Bleed**
If your design 'touches' the edge, it NEEDS BLEED!

 **3mm Safe Zone**
Keep details within this area to avoid being cut off when trimmed.

 **Finished document size**

Crop marks 



Why you need 'bleed'?

If you need a print where the images go to the edge of the paper, we need to print on a slightly larger sheet then trim off around the edge.

With very small degrees of natural movement in the print and cutting processes, it's impossible to cut the border off without leaving any white un-printed area or, alternatively, cutting the actual image. This is why we need 'bleed'.

Bleed consists of any part of your artwork that touches the edges of the artwork. It should ideally extend 3mm beyond the edge of your required print size. Cutting into the bleed makes the trimming process more effective.

The 'Safe Zone'

For the same reasons as mentioned previously, you should also avoid having critical content too close to the edge of the cutting line. To make sure that something critical is not cut off, we recommend to leave at least 3mm from the trim.

Crop marks

Don't forget to include crop marks. These are the short lines on each corner that indicate where the print needs to be trimmed or 'cropped' to give you the final size you need.

Like bleed, these can be added in most design software programs when you export to PDF.

If you need any assistance, please contact us [here](#) or call us on **02 4952 2388**