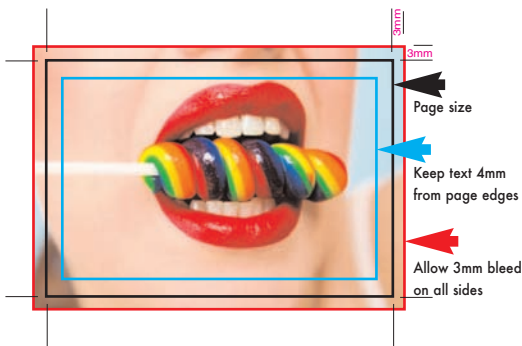


WHAT IS BLEED?

Bleed is where the image runs off the page (normally a background). It is important to leave a **3mm bleed** on all sides to allow for any movement during the cutting process.



SIZE GUIDE

CC	86 x 54mm
A7	74 x 105mm
A6	105 x 148.5mm
A5	148.5 x 210mm
A4	210 x 297mm
A3	297 x 420mm
A2	420 x 594mm
A1	594 x 841mm
A0	841 x 1189mm

SUPPLYING PDF ARTWORK IN THE CORRECT FORMAT

We prefer all artwork to be supplied as high-resolution PDF format.

PDF's are rapidly becoming the standard file format for transmitting files for printing, but it is important to prepare your PDF file in the correct way. When creating a PDF Please ensure you choose high resolution. Compression for colour and greyscale should be **300dpi**. Bitmapped (monochrome: i.e. line art) images should be set at **600dpi**.

Fonts

Embed all fonts or turn into outlines using Illustrator.

CMYK NOT RGB

Please ensure that all embedded images are CMYK files .

RGB images may look good on your screen but final output to print is always in CMYK. You should be aware that files converted from RGB to CMYK may alter the colour composition significantly.

Screens

We print with fine line screens upto 300lpi. Screen tints may range from 99% down to 1%.From a practical viewpoint, anything above 90% or less than 5% will generally not be visible to the naked eye.

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