

Bleed

The very edges of the document are called the bleed area. To prevent an unwanted white border from showing at the edge of your document, be sure to extend any background colours or design elements all the way to the edge.

Trim Marks

Trim lines are the finished size of the document. The document is cut close to the trim line, but because of the mechanical tolerances involved in printing, the actual cut can happen anywhere between the bleeds and the safe margin. This is why it is important to keep your text and important images within the safe margin

Full Bleed vs Trim size

When to create your document at the full bleed size

If you are working in an illustration program (such as Adobe Illustrator or Corel Draw) or a photo editing program (Such as Adobe Photoshop or Corel Photo-Paint), we recommend that you create your document at the full bleed size. This will prevent any white edges from showing at the borders after the final product is trimmed.

When to create your document at the trim size

If you are working in a layout program (such as QuarkXPress or Adobe InDesign) we recommend that you create your document at the trim size and include the specified amount of bleed for your product (3mm) When you export your document as a PDF for upload, make sure to include the bleed in your output settings so that the final upload PDF document is at the full bleed size for your product.

Safe Area/Safe Margins

The safe margins are borders that are definitely inside the place where the cut will take place. Please remember to keep all important information, like names, addresses, phone numbers or logos within the safe margin (at least 5mm from the edge) to ensure that they aren't cut off when your document is trimmed.

Aspect Ratio

The aspect ratio of your image can be determined by dividing the image's width by its height. If your image's aspect ratio is not equal to the aspect ratio of our documents, your image may appear stretched or distorted when it is scaled to fit.

Resolution

What is resolution?

Resolution refers to the number of dots per inch (dpi), or the amount of detail the image has. Most documents prepared for upload should be 75 dpi at 100% of the final print size. Higher resolution means a more detailed image and also larger file and longer upload time.

CMYK vs RGB

CMYK (Cyan, Magenta, Yellow and Black) are the colours used in the printing process, whereas RGB (Red, Green and Blue) are the colours used by screen displays such as your monitor. Please note that JPEG files are almost always in RGB.

Your document should be created in CMYK mode so that the colours that you see on the screen most closely match the final printed product. If you create your document in RGB, the colours in your printed product may vary slightly. Many of the bright values produced by your monitor cannot be reproduced in print.

Converting Fonts to Outlines

Text can be converted to curves (paths) in some graphics programs. This will fix upload errors that result when fonts are not embedded in your file. Following these easy steps will help ensure that your text prints clearly.

How to convert fonts to outlines in Adobe Illustrator

1. Select all text. / 2. Click Type Menu > Type > Create Outlines / 3. Text now has a blue outline / 4. Save a copy and re-upload.

Images

Digital Imaging

Your designs, photos and images can come from a digital camera, scanner, or the Web.

Any image you plan to use must be saved at approximately 300-dpi at 100% output size for the very best printing results. It's helpful to know that shrinking an image on a product will increase its resolution. For example, an image captured at 600 x 900 pixels has 150-dpi at 4" x 6". However, it can be printed at 300-dpi by reducing its dimensions on the product to 2" x 3".

Images from a Digital Camera

If you wish to use images from a digital camera, before you snap pictures make sure the camera is set at a high enough resolution to result in 300 DPI at the intended photo print size. Most cameras have various settings for resolutions. The highest resolution for your camera depends on how many megapixels it has.

You cannot increase the resolution of a photo after it is taken, except by reducing its printed dimensions (after you upload the image). Be careful when cropping a photo after it is taken. Cropping will reduce the number of pixels in the final image.

Images from a Scanner

Like a digital camera, a scanner must be pre-set to the proper resolution before image capture. Many scanners default to 150-dpi (or spi). Set your scanner's resolution so that it results in 300-dpi at the image's final print size. If your resulting scanned image is smaller than the recommended size or has less dpi than you need, you should either rescan your original at a higher resolution, or use the image for a smaller printed area.

Images from the Web

Images found on the web are typically at a resolution of 72-dpi. This resolution is much too low for quality printing. In addition, most images on the web are protected by copyright laws. For these reasons, we do not recommend using images from the web.

Please note: Whatever artwork you supply to us we will print from so any questions contact us on 0121 454 9898 or email us on info@inktree.co.uk