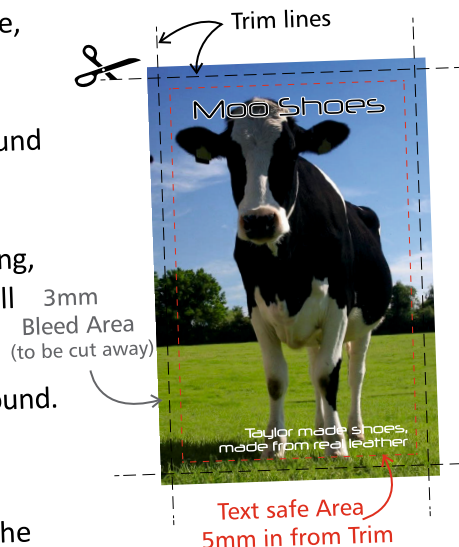## BLEED

Bleed is used when any part of an image, background, colour or line is to print to the very edges of the finished product. For example if you wanted the background of a business card to be red, the colour must bleed past all edges. If not due to minor variations in printing and trimming, white lines could be seen on some or all of the edges.

The bleed requirements are 3mm all round.

Trim lines

Moo Shoes

Taylor made shoes, made from real leather

3mm Bleed Area (to be cut away)

Text safe Area 5mm in from Trim

text

All text must be a safe distance from the edge, a minimum of 5mm is recommended.

artwork size

Please refer to the sizes specified by the individual product specifications. Please remember to add 6mm to the finished artwork size to allow for 3mm bleed on all edges.

The table below highlights some of our most popular products.

Product size (after trimming)	Artwork size (file dimensions with bleed)
Business card (85mm x 55mm)	91mm x 61mm
DL (1/3 A4) (210mm x 99mm)	216mm x 105mm
A6 (105mm x 148mm)	111mm x 154mm
A5 (148mm x 210mm)	154mm x 216mm
A4 (210mm x 297mm)	216mm x 303mm
A3 (297mm x 420mm)	303mm x 426mm

artwork guide

A simple guide to getting the best from your artwork and making sure it's ready for print!

Minuteman Press
The First & Last Step In Printing.

65 Ber Street Norwich NR1 3AD
Tel: 01603 666087 / 01603 666099
norwich@minutemanpress.com

IMPORTANT

If our graphic design studio have to amend the file (e.g. resize, adjust colour or make changes), there may be an additional charge, but don't worry, we will always tell you first, and many small issues can be sorted easily, quickly and without charge.

To be certain your artwork is "Print ready" use the check list below to ensure it meet the following requirements.

File Format

We accept artwork as "print ready" only if it is in PDF or JPEG format. PDF is the preferred format as it will keep your text nice and crisp – if you use JPEG then use the highest quality you can and make sure your artwork is at least 300dpi (ideally 600dpi).

There are many manipulation tools that allow you to save or print your artwork to PDF format.

PDF creation tools are also available that will allow you to make a PDF from the most commonly used commercial & home/office programmes. Adobe Distiller is the most commonly used programme which comes packaged with Acrobat, however there are also many free or shareware applications that work to great effect, including Primo PDF, PDF995, AcroPDF , CutePDF and Bullzip.
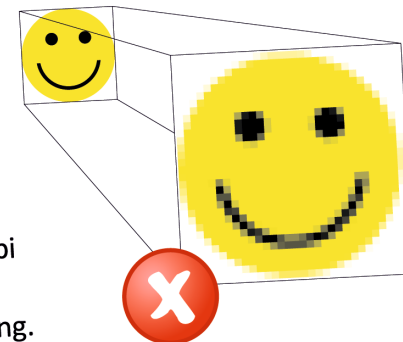
If you don't understand the following, don't worry – give us a call and one of our team will guide you through it – or save you the worry and design the artwork for you.

Resolution

To ensure your files print clearly all artwork including images must be supplied at a resolution of at least 300dpi. Anything lower than this may result in blurry, bitmapped or pixelated print.
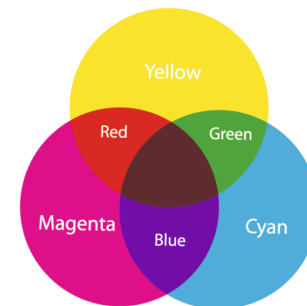
Note: images used from the web are 72dpi and although they look fine on screen they are not suitable for full colour printing.

Colours

CMYK (Cyan, Magenta, Yellow and Black) is an industry standard formula designed to give the most precise colour reproductions. Artwork received using Pantone, Spot or RGB (commonly Web colours) will be converted into CMYK format, this may cause some colours to change.

Our CMYK Print Workflow uses technology not commonly available to home/office printers or monitors and is calibrated and maintained to a recognised industry standard. As such your printer or screen should only be used as a guide and not to accurately proof a colour.

Yellow
Red
Green
Magenta
Blue
Cyan

Fonts

Due to the vast number of different fonts, all fonts used must be embedded or outlined before sending us the final artwork. Failure to do this could result in an alternative style being used automatically.

BITMAP
OUTLINE