Ready to create a new Postcard, Flyer or small format Poster?

The following instructions describe setting up our standard square and rectangle paper and card items in Adobe Illustrator, using our template file.

The template has 3 layers:

1. Template: This layer displays the cuts and any creases of the finished product. Not relevant fro this product.

2. Guides: This layer displays the optimal internal margins (how far text should be kept in from the edge of the page) and required bleeds (how far past the edge of the page you need to extend your background colours or images) for this product.

3. Artwork: Produce your artwork in this layer.

Adobe Illustrator**:**

1. Open the template.

2. Create your artwork in the artwork layer.

3. Make sure your text, and anything you do not want trimmed off stays within the boundaries of the internal margins.

4. Make sure your background colours or images extend to the bleed area, and images are embedded.

5. Choose File **>** Save - Save your file as standard Illustrator document (.ai)

6. Turn off the Template and Guide Layers.

7. Convert all text to outlines

    ✓ Select All - Shortcut (PC shortcut = Control/A, Mac shortcut = Command/A)

    ✓ Convert text to outlines - Shortcut (PC shortcut = Control/ Shift/O, Mac shortcut = Command/Shift/O)

8. Save your file as a print ready PDF

    ✓ Choose File **>** Save As - Shortcut (PC shortcut = Control/Shift/S, Mac shortcut = Command/Shift/S)

    ✓ Name your file using the following convention
    Name: This should be the **Company** name/ Acronym for a business order, or **Your** name for a personal order- it should match the name on your invoice.
    FL: Indicates this is a flat sheet item (not folded or die cut)
    Size: (width)x(height) in mm (E.g. A4 portrait would be 210x297mm)
    Kind: If you have multiple sets of artwork, end each file with a reference that clearly matches the art or notes in your order (Eg. Voucher20, Voucher40).
    A sample filename will look like **SDP_FL_210x297mm_TeeFlyer**

    ✓ Choose Save **>** Adobe PDF Preset: Digital-Offset-3mm **>** Save PDF

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Graphic DESIGN

SPECIAL FINISHES

THE BINDERY

A apparel

Your print file should look like this:

Front

Back

Safe Areas:

☐ Content is inset at least 3-5mm from the page edge

☐ Anything touching the page edge is extended to the 3mm bleed line

☐ No borders (see why HERE), or borders are within safe area

Colours:

☐ File **>** Document colour mode **>** CMYK

☐ All colours are CMYK - no spot colours or RGB

☐ **Black Fills** set as CMYK **0/0/0/100** for Digital Print orders, or CMYK **50/10/10/100** Offset Print orders

☐ For custom blacks or dense colours, CMYK **colour density is no heavier than 300%**

☐ Black Text set as CMYK **0/0/0/100**

☐ Nothing is set to "Overprint".

Fonts & Type:

☐ Check text aligns where needed

☐ No "Thin" or "Ultra Thin" fonts

☐ Smallest font size is 4pt (Only recommended for T&Cs, and the like. This is size 4pt). A4 text is commonly 10pt or higher.

☐ Spelling has been checked

☐ Contact details have been double checked

Images:

☐ Images are 300 dpi

☐ Images have good colour contrast (15% recommended, shades with less than 10% contrast appear as a solid fill)

When Outputting to PDF:

☐ "Digital-Offset-3mm preset selected

☐ File Name formatted: Name_FL_WxHmm_Kind E.g. **SDP_FL_210x297mm_TeeFlyer**

☐

SELF FILE CHECK

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