



HOW TO...

prepare your artwork for print



This guide is designed to help you when creating your artwork for print. It includes a range of helpful hints and tips as well as outlining some of the processes involved in producing digital artwork.

How to provide your artwork to Kall Kwik

We can accept files created in Adobe Illustrator, Photoshop or InDesign and other formats such as Microsoft Word, PowerPoint etc but recommend that you supply your artwork as a high-resolution PDF, with crops and bleed.

For large format printing we would prefer artwork at 100% print size with images at 300dpi. However, we can accept files at other sizes if they are in proportion. For best results, all logos and other graphics should be in vector format and all text should be outlined.

Booklets should be supplied in single page reading order, not spreads, and all pages should include a minimum 3mm bleed, on all edges.

Photographs should be saved preferably as 300dpi.

Accepted file formats

- InDesign (ind)
- Illustrator (ai)
- Photoshop (psd)
- Publisher (Export to PDF)
- PowerPoint (Export to PDF)
- Word (Export to PDF)
- Adobe PDF (preferred)
- EPS (Encapsulated postscript)
- JPEG / JPG
- TIFF

What is bleed and when do I need this?

The bleed is any colour or content from your artwork that extends beyond the edge of the desired page. If you don't provide bleed there is a chance that a white edge will be seen after the printed paper is trimmed down to size. It is important that in cases when you do require a bleed that a minimum of 3mm over the cropped edges is provided.

What are crop marks and when do I need them?

Crop marks are very important when setting up a document as these tell us exactly where the document should be cut. Allow for a 5mm safe zone between any text and the edge of the document so nothing important is trimmed off. Crop marks should be placed off the printed area in each corner of the document and should not be placed as a border around your artwork. Below is an example of how crop marks and bleed are placed and work.



The dotted line shows the bleed edge. The area between this and the solid line is the bleed and should be 3 - 5mm wide.

The solid line shows the edges of the finished piece. (These should not be placed on your artwork)

5mm safe zone

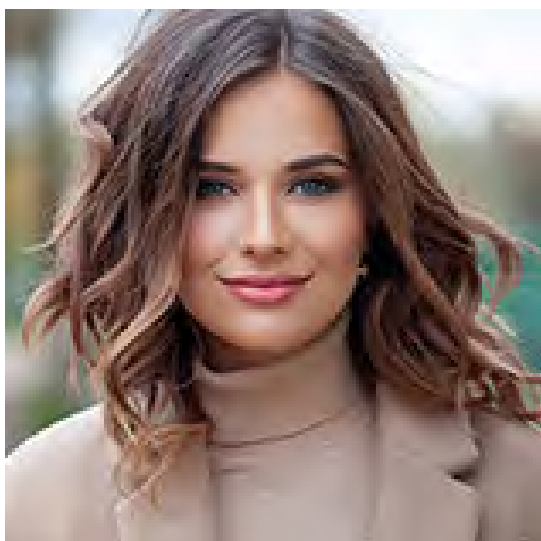
These are crop marks, placed in each corner which will be used as guides to cut the printed artwork down to size.

Resolution

If you are creating or scanning artwork please ensure that the resolution is high enough to ensure a crisp finish. We recommend a minimum of 300dpi (dots per inch).

Sometimes when we are supplied with an image of low quality and resolution we may ask for a picture of a higher resolution (ideally between 200dpi and 300dpi).

Below is an example of a picture saved at 72dpi & 300dpi



72dpi



300dpi

Paper size guide

A0	1188 x 840 mm	A3	420 x 297 mm	A6	148 x 105 mm
A1	840 x 594 mm	A4	297 x 210 mm	A7	105 x 74 mm
A2	594 x 420 mm	A5	210 x 148 mm	BC*	85 x 55mm

*Business Card

Creating a PDF (portable document format)

Saving your files as a PDF is the safest way to send your artwork over as it contains all the fonts, images and text exactly as you created it. You can create a PDF from most layout software including Illustrator, InDesign and Canva. See the following pages on 'how to create a PDF'.

If you are creating a file to pdf in Microsoft Office, choose 'save as' or 'export'.

Colour matching

Colours can vary enormously from screen to print so please ensure that you supply a hard copy, so we know the colours you are expecting. If you are looking for a spot colour, please ask to see Pantone swatches to help you choose. To ensure accurate colour reproduction, you should convert your design to CMYK before sending it to print and, if achieving a colour match is important, you can order a proof to check this before the final print (only for digital print). Other pre production samples (e.g. for litho printing and promotional products may be available at additional cost).

How to send us your artwork

The easiest way to supply us with your artwork for printing is by WeTransfer by using the Send a file link on the top right hand corner of our website.

Alternatively you can send us a file using our We Transfer link - <https://kbbse.wetransfer.com/>

Other file sharing methods, such as Google Drive and Dropbox are available and it's also possible to email your artwork or supply it on a memory stick.

Need some help?

If it all sounds a bit too complicated why not let us design it for you? We have an in-house studio of experienced designers who can help you decide on what you need and will come up with a design for you from start to finish.

Please ask for details.

How to create a pdf file for print

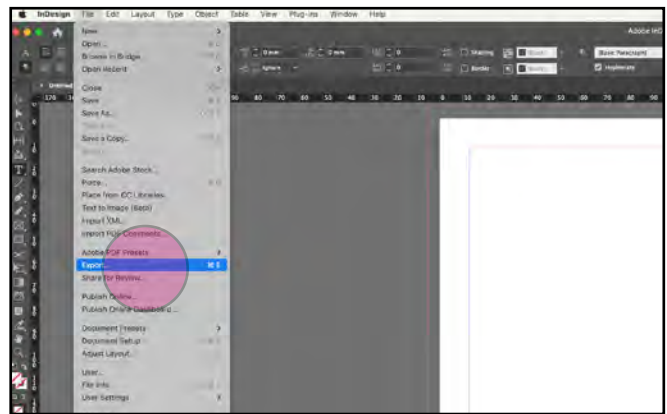
The following pages show a step by step guide for creating a PDF with *crops and bleed* from InDesign & Canva. When creating your document design with 3mm bleed in mind.

Indesign CC

The following steps show how to create a PDF with crops and bleed.

Step 1

Go to File > Export

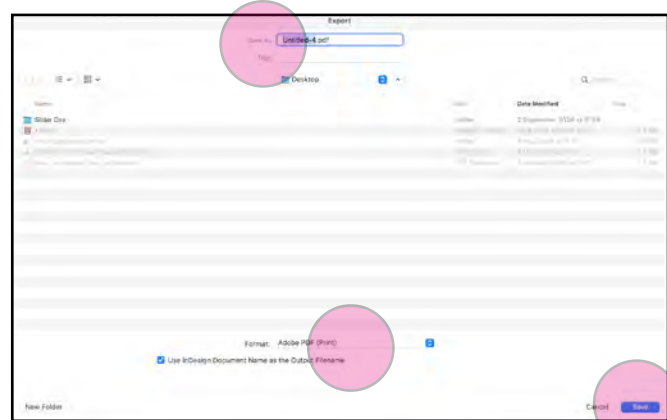


Step 2

1. Choose location where you are saving your PDF and file name.

2. From drop down menu select *Adobe PDF (Print)*.

3. Then click on *Save*.

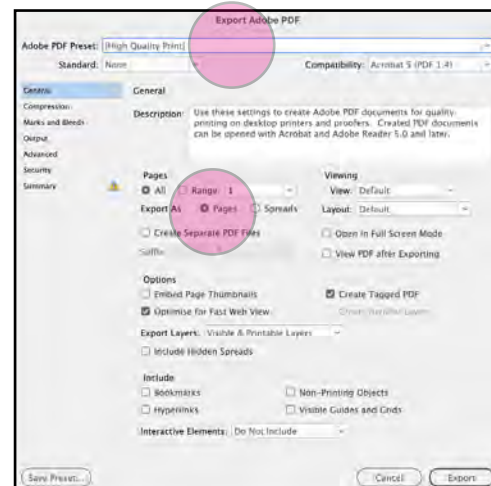


Step 3

Under 'general' tab

1. Select '*high quality print*' in the top drop down menu.

2. Select '*pages*' even if your document is of a 'spread design'.

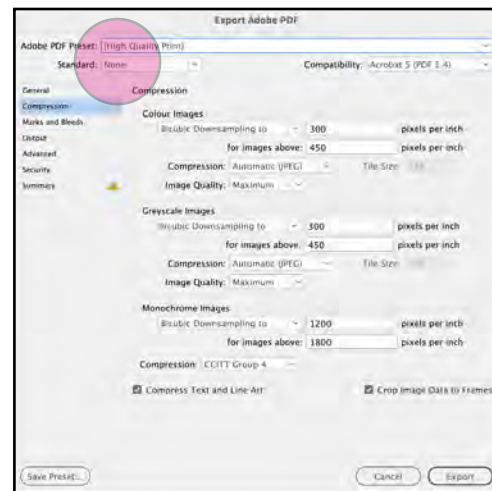


Indesign CC continued

Step 4

Under 'compression' tab

The setting that is embedded with 'high quality print' will suffice, you will not need to change them.



Step 5

Under 'marks and bleeds' tab

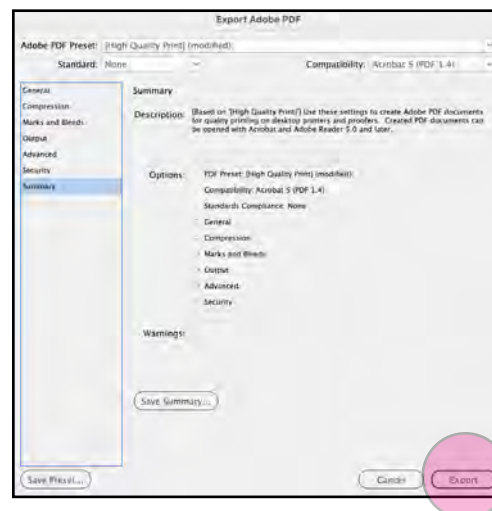
Tick 'crop marks' and 'registration marks'.

Bleed section: type in 8mm in the Top, Left, Bottom & Right.



Step 6

You will now have all the settings you'll need to use when writing a PDF with bleed & crops. Click on **Export**.



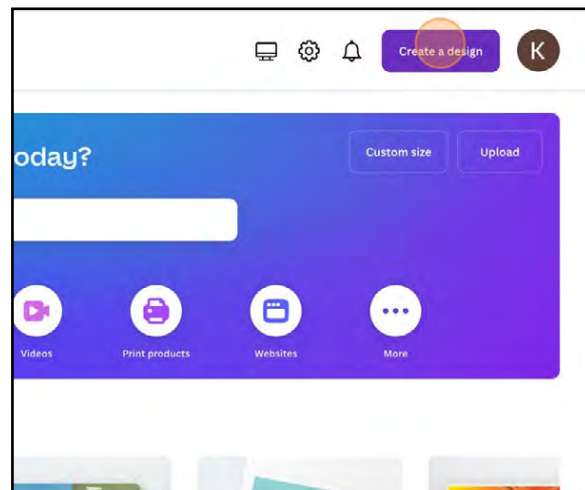
Canva

The following steps show how to create a PDF with crops and bleed.

Working on a new design

Step 1

Navigate to <https://www.canva.com>

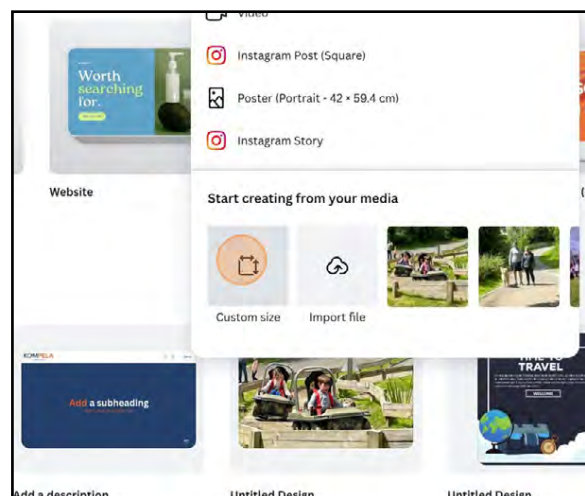


Step 2

Click "Create a design"

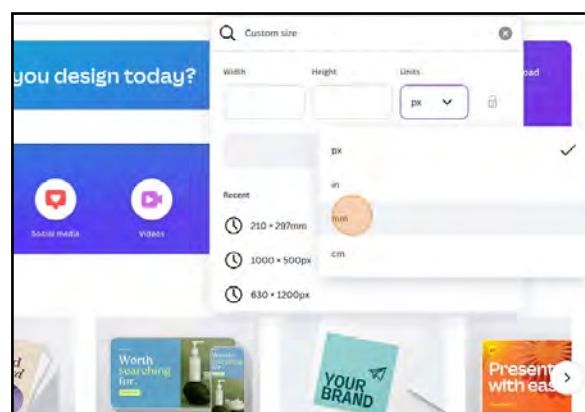
Step 3

You can choose from one of the pre-set sizes, but for this example we are choosing 'Custom size'



Step 4

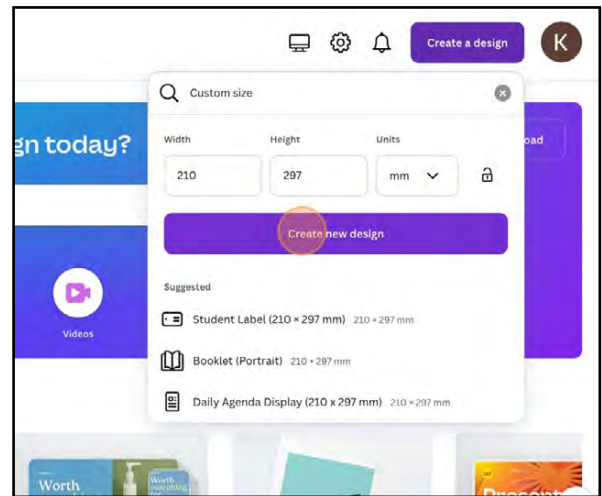
Change the unit of measurement to 'mm'



Canva continued

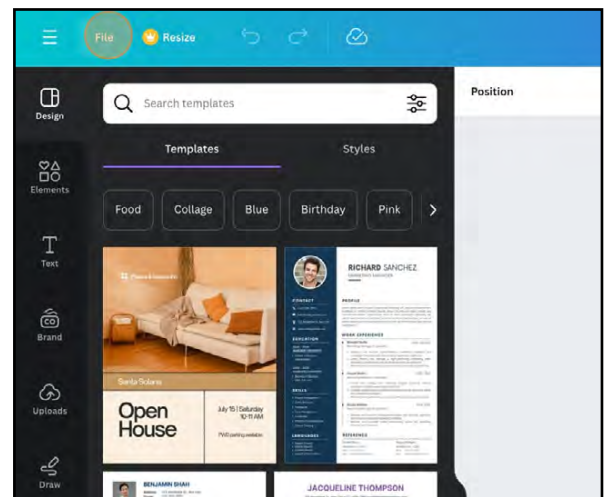
Step 5

Enter the desired amount and click *'Create new design'*



Step 6

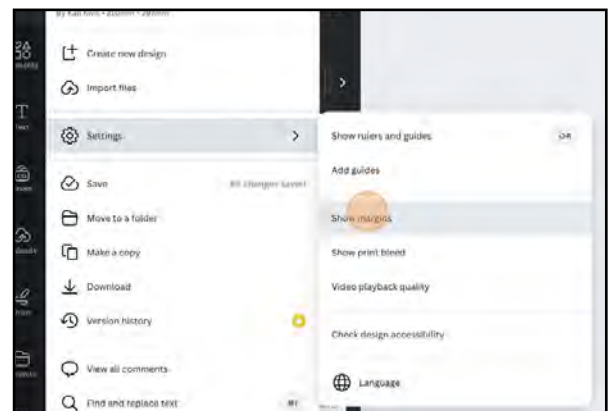
Click *'File'*



Step 7

Click *'Show margins'*

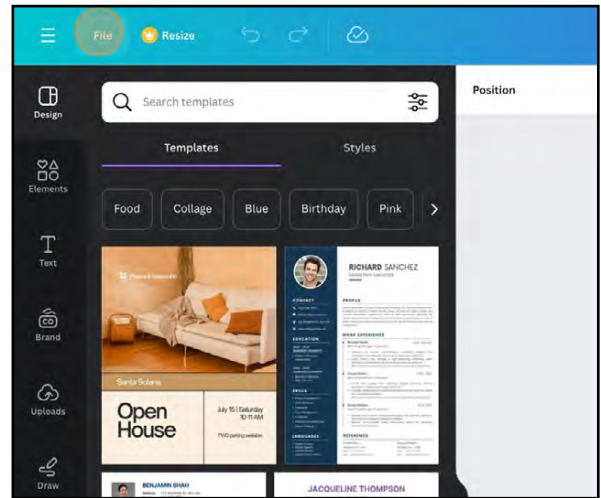
This indicates the 'safe area' of the page. Important elements such as logos and text should not be placed outside of this area.



Canva continued

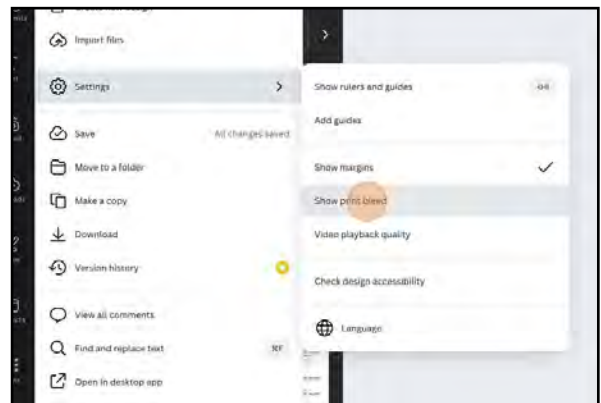
Step 8

Click **“File”**



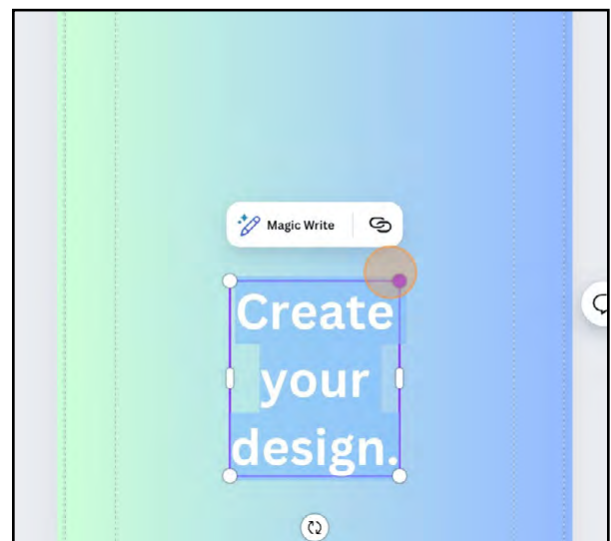
Step 9

Click **“Show print bleed”**



Step 10

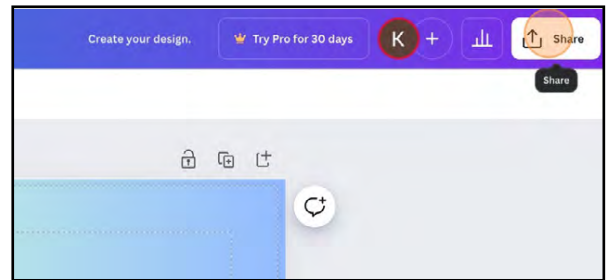
Create your design



Canva continued

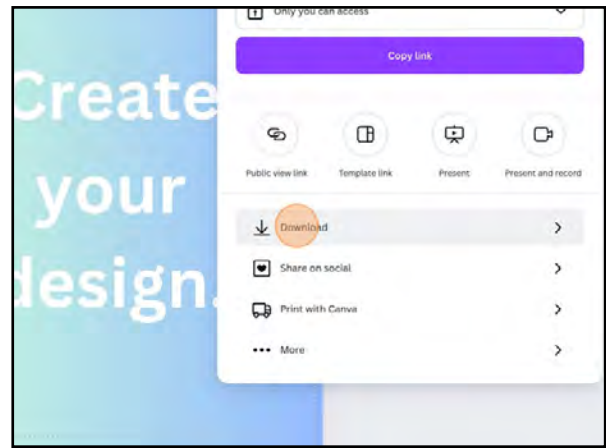
Step 11

Once you have created your design (ensuring any background colours or images extend into and fill the bleed area), and wish to export for print, click **“Share”**



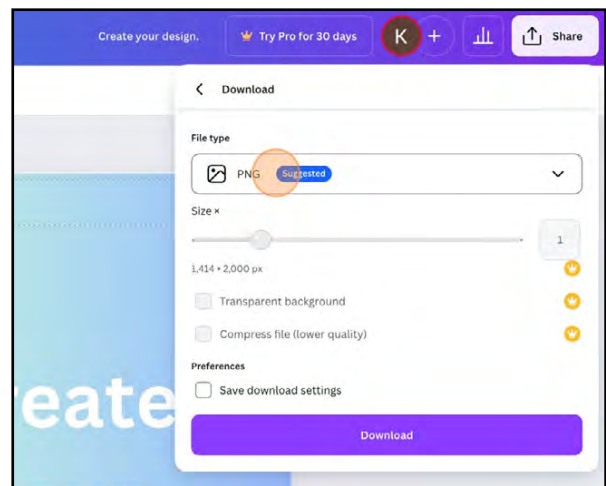
Step 12

Click **“Download”**



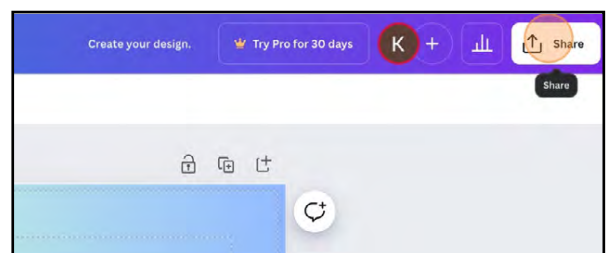
Step 13

Click the **“File type”** dropdown box



Step 14

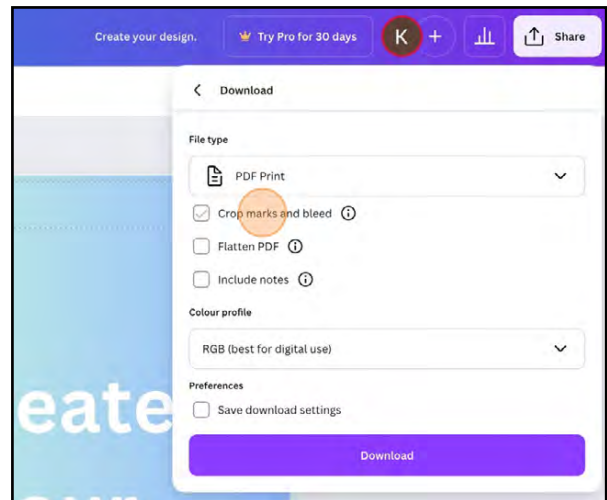
Select **“PDF Print”**



Canva continued

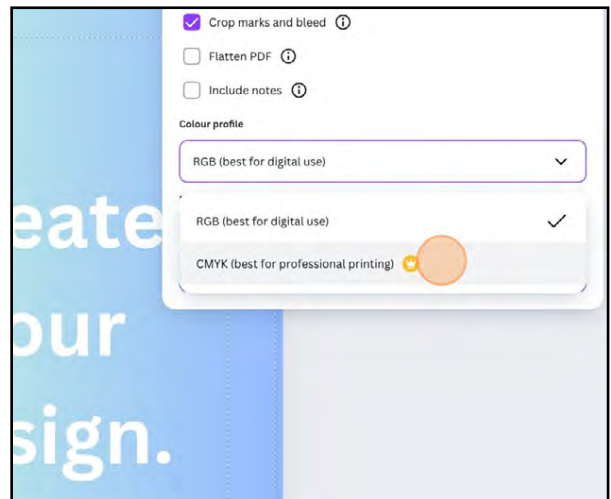
Step 15

Tick “*Crop marks and bleed*”



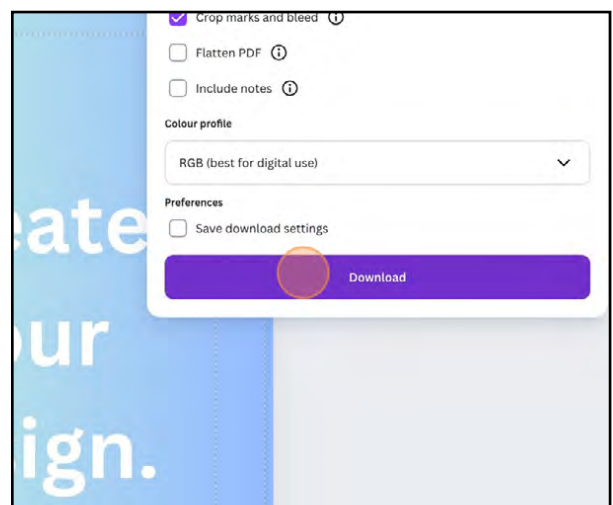
Step 16

If you have Canva Pro, select CMYK in the “*Colour profile*” dropdown box



Step 17

If you do NOT have Canva Pro, leave it as RGB and click “*Download*”



Canva continued

Amending an EXISTING Canva design to be print ready (i.e. have crops & bleed)

Step 1

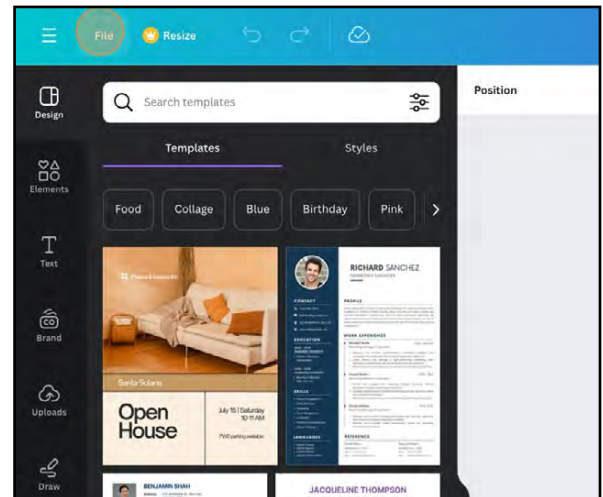
Navigate to <https://www.canva.com>

Step 2

Open your existing Canva design

Step 3

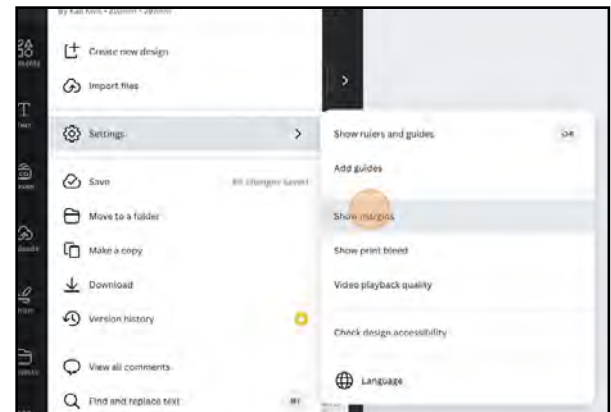
Click “File”



Step 4

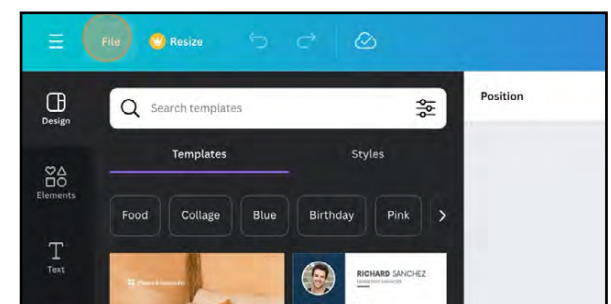
Click “Show margins”

This indicates the ‘safe area’ of the page. Important elements such as logos and text should not be placed outside of this area.



Step 5

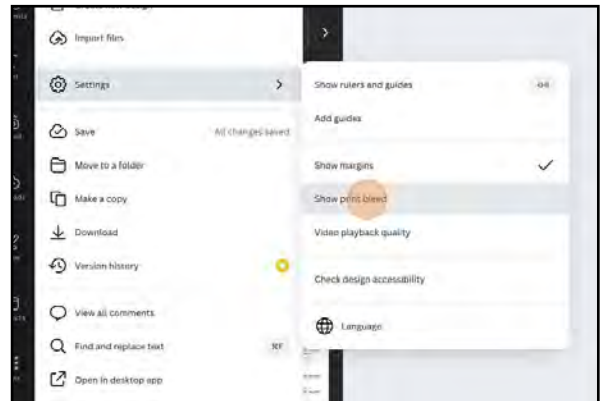
Click “File”



Canva continued

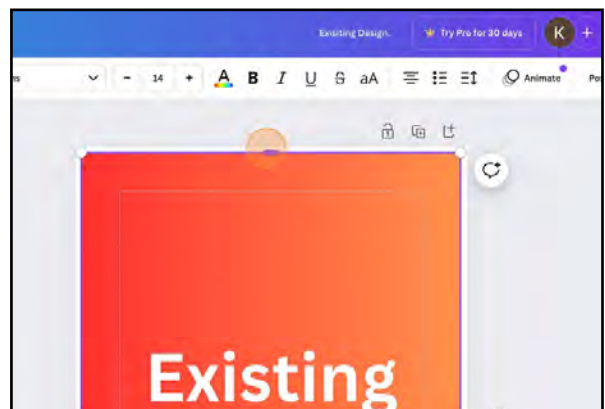
Step 6

Click *“Show print bleed”*



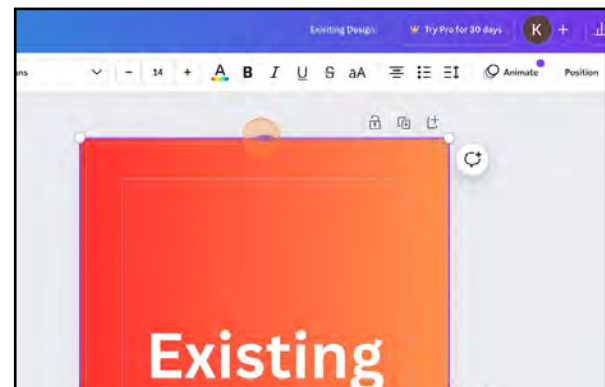
Step 7

If your existing design doesn't have the background colour or image extending into the bleed area, enlarge it so that it does.



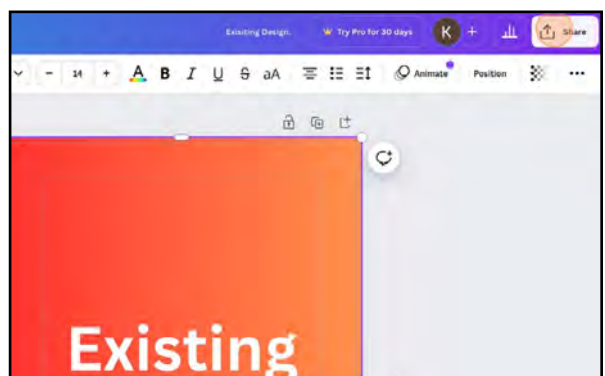
Step 8

See how this now fills the bleed area?



Step 9

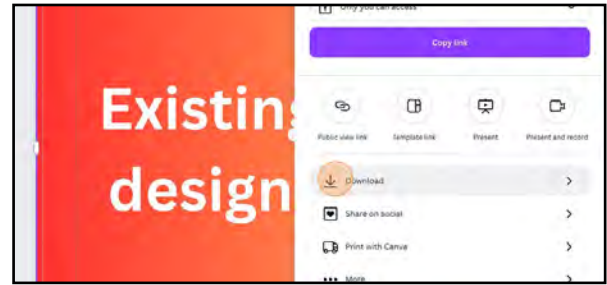
Once you have finished your design and wish to export for print, click *“Share”*



Canva continued

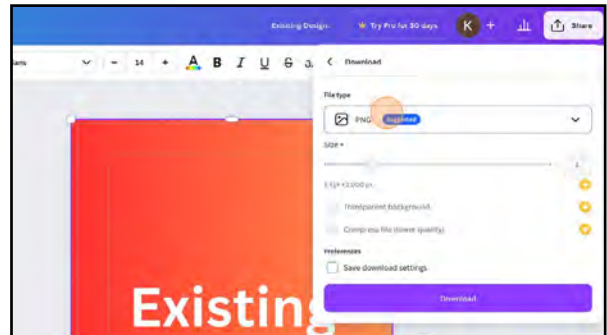
Step 10

Click *“Download”*



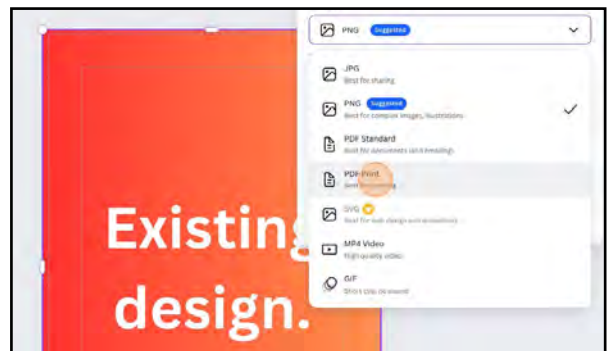
Step 11

Click *“File type”* in dropdown box



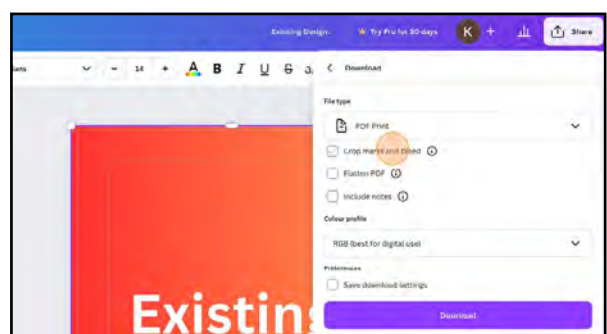
Step 12

Select *“PDF Print”*



Step 13

Tick *“Crop marks and bleed”*



Step 14

If you have Canva Pro, select CMYK in the *“Colour profile”* dropdown box, if you don't have Pro just leave as RGB.

Click *“Download”*

