



# ARTWORK GUIDE

The ultimate guide for producing industry standard print ready artwork for all your printing projects.

Easy to follow step by step guide

[THEPRINTINGLADY.CO.UK](http://THEPRINTINGLADY.CO.UK)

When you're preparing a document for print, a bit of time upfront to consider what the printer will need to know will ensure you get the finish you want, and save time and money.

In this guide, we'll take you through all of the steps you'll need to take, from how to select the correct paper-stock, what parameters are required for document bleed, and how to ensure that the right image resolution and font type is selected for your finished product. We'll also show you how to create the right file-type, and how to convert your document so that is print-ready.

## Paper Sizes

In print there are a range of paper sizes. Below is a list of standard sizes, including a project sample typically used for each size.

**A0**  
1189mm x 841mm  
Banners, Large Posters

**A1**  
841mm x 594mm  
Posters, Wall Planners, Art Prints

**A2**  
594mm x 420mm  
Posters, Wall Planner, Art Prints

**A3**  
420mm x 297mm  
Posters, Menus, Art Prints

**A4**  
297mm x 210mm  
Brochures, Flyers, Letterheads, Magazines

**A5**  
210mm x 148mm  
Brochures, Flyers, Invites, Cards

**A6**  
148mm x 105mm  
Flyers, Invitations, Cards, Postcards

**A7**  
105mm x 74mm  
Flyers, Invitations, Tickets

**DL**  
210mm x 99mm  
Brochures, Flyers, Compliment Slips

**Business card**  
85mm x 55mm  
90mm x 50mm

## Paper Weight

Paper weight is the thickness of paper, this is measured in gsm. Choosing the right weight for your project is essential for a professional finish.

**35-55gsm**  
Newspaper

**70-100gsm**  
Office/Copy Paper, Magazines  
Book Inside Pages

**110-120gsm**  
Letterheads, Compliment Slips  
Stationary

**130-170gsm**  
Posters, Flyers,  
Brochure Inside Pages

**170-200gsm**  
Posters, Folded Leaflets  
Flyers, Brochure Covers

**200-250gsm**  
Brochure, Magazine Covers  
Premium Flyers

**300-350gsm**  
Business Cards, Greeting Cards  
Folders, Invitations

**400gsm**  
Thick Business Cards,  
Luxury Invitations

**540gsm**  
Luxury Double Business Cards

**810-865gsm**  
Luxury Triple Business Cards

## Bleed set up

When creating artwork for print you need to make sure there is 3mm of bleed set up on each edge of the artwork. Any background colour or images that run to the edge of design must flow into this area.

Some large scale projects, for example banners, will require a larger bleed setting of 25mm bleed. Always check with printer on these projects.

Bleed is easy to set up in most professional design software, InDesign for example asks for these settings when opening a new document. Or make your artwork canvas to the correct size including the bleed.



## Image resolution

Image resolution means the sharpness of image, this is measured in dpi (Dots Per Inch). When making your print ready artwork all images must be 300dpi, for sharp quality printing.

It is easy to check the dpi of an image by right clicking and opening get info (mac), or opening image into Photoshop. It is best to use images from stock image sites like iStock, Adobe Stock or Shutterstock, these supply high quality images ideal for print. If you are using your own images make sure they are taken in the correct resolution setting.

Images on websites/screen will be 72dpi and will not be suitable for printing.



## Font resolution

Font resolution means the sharpness of the font, this is measured in dpi (Dots Per Inch). When making your print ready artwork all fonts must be 300dpi, for sharp quality printing.

It is easy to check the dpi of a font by right clicking and opening get info (mac), or opening font into Photoshop. It is best to use fonts from stock font sites like iStock, Adobe Stock or Shutterstock, these supply high quality fonts ideal for print. If you are using your own fonts make sure they are taken in the correct resolution setting.

Fonts on websites/screen will be 72dpi and will not be suitable for printing.

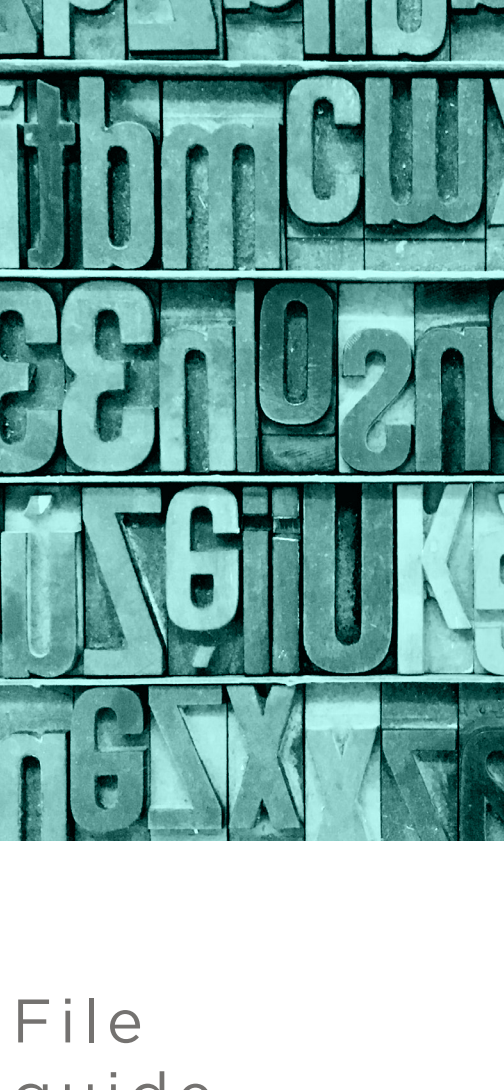
## Colour guide

There are different colour set-ups available when creating artwork.

**CMYK** **RGB**

**Pantone** **HEX#**

Print ready files need to be created in CMYK mode. Any RGB colours will be converted and may result in colour variations, it is best to set your file as CMYK first, which is easy in most design software. Pantone colours are used for print, these have a individual number. Pantones need to be set up within your artwork as a spot colour with correct colour number chosen.



## Font guide

If you don't embed your fonts correctly they can automatically change. You can do the following to make sure they appear correct.

**Image Flattening** you can 'flatten' your artwork to one single layer. Flattening is also referred to as saving as an image.

**Font Outlining** Outlining is also known as converting to curves; this means changing text to shapes for print. To outline your font in Illustrator and InDesign you will need to right click your text and select create outlines

You can also send your photoshop original InDesign, Illustrator or Photoshop files too, just make sure the fonts are supplied.

## File guide

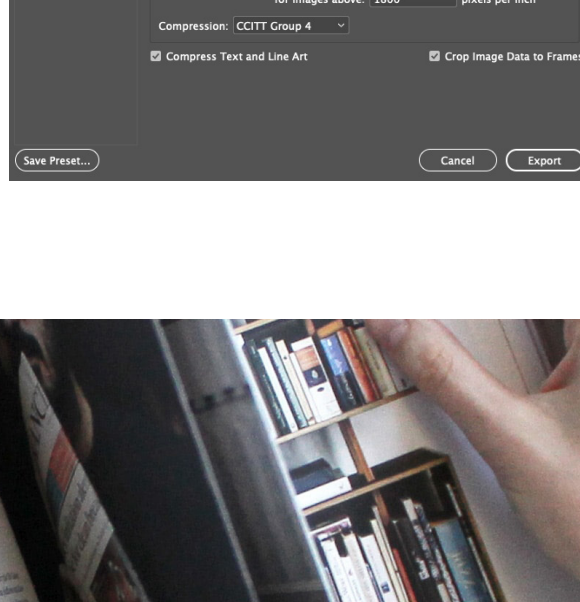
The best files to supply your artwork for printers is a PDF or JPG. The resolution must be 300dpi, CMYK/Pantone colour, 3mm bleed and crop marks.

To make these files in Adobe programs:

**File > Export > PDF/JPG**

You can also send your photoshop original InDesign, Illustrator or Photoshop files too, just make sure all the links and fonts are supplied or embedded.

Files that are not accepted are: PNG, Word, PowerPoint, Publisher and any from non-Adobe programmes



The Printing Lady is available to help individuals and businesses - from small print jobs to larger campaigns, our printing partners will ensure your printing is professional quality and ready in time to meet all those last-minute deadlines.

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