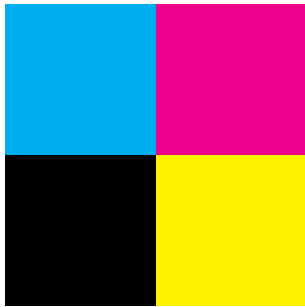


Artwork set-up Guide



Worldwide
printing solutions

grow your business

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Process Overview

Whilst every Worldwide centre is different, this guide contains general artwork guidelines for supplying print ready artwork for standard CMYK jobs. Please ensure that you read and follow them carefully. Compliance with these guidelines will assist your job in passing through to print production smoothly, avoiding any additional costs or delays.

Should you have any queries, including those on other job types, please don't hesitate to contact your local Worldwide centre via 1300 657 006 or through email at enquiries@worldwide.com.au

File Flight Check

Once we receive your files one of our experienced Graphic Designers will check them for print readiness. This is called a File Flight Check. If a problem arises we will notify you. From here you have two choices:

- 1.** You (or your designer) can amend the artwork and resubmit it. We will do another File Flight Check to review the new resubmitted artwork.
- 2.** You can ask us to amend the artwork. Our professional Design Service operates at an additional fee, which will include a new proof for you to approve. Please ask for a quote to amend the artwork if required.

Sign-off

After flight checking your file, we produce a final proof which requires client approval (sign-off)*. This is the low resolution proof of the press ready version (the file we will be printing from). You must indicate your acceptance to proceed before the job can move to the printing stage.

Once the final proof has been approved and sent to production, we cannot be held responsible for any errors. It is extremely important to pay particular attention to names, places, contact details, dates, times as well as general grammar and spelling.

Production

Following sign-off, the artwork is sent to production. Normal turnaround is within 5-7 working days depending on the material to be produced. If your job is urgent, please state this when placing your order. We will then establish if this date is achievable.

Once your job is complete we will contact you for collection. Jobs for account customers or projects that have been paid for in advance may be sent directly to a nominated delivery address. Ask our sales staff should you require this option.

All printed artwork is kept on file in PDF format for future orders. Editing or re-supplying artwork may incur an additional fee to re-check or manipulate the files. Please speak with our sales staff for further clarification.

*Participating Worldwide centres only.

Things to Consider

Dimensions

Artwork should be created at real size, 1:1 scale.

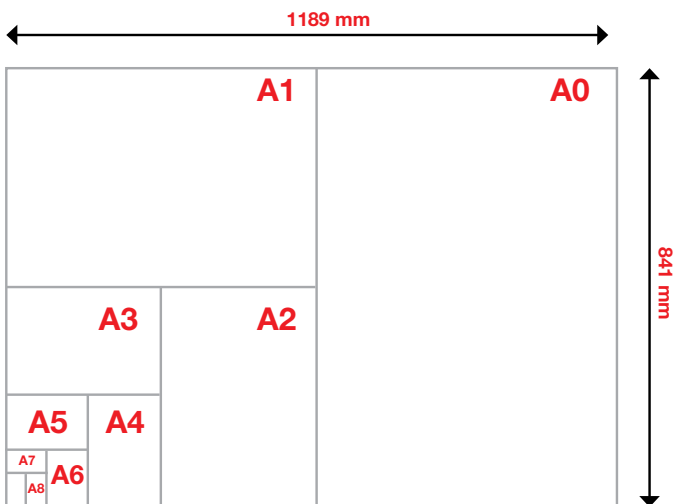
Here are some common sizes:

A0 841 x 1189mm	A5 148 x 210mm
A1 594 x 840mm	A6 105 x 148mm
A2 420 x 594mm	A7 74 x 105mm
A3 297 x 420mm	Business Card 90 x 54mm
A4 210 x 297mm	DL 99 x 210mm

Visit our website to download template files for many of our standard products - www.worldwide.com.au/resources/templates/

Posters

When supplying artwork for posters or large format printing, artwork must be created at 300dpi and at 25% of actual print size e.g. an A1 poster would be supplied as an A4 file. This keeps the file size to a minimum whilst retaining optimum quality.



Bleed

All artwork should include at least 2mm bleed on each side.

Bleed is where artwork elements extend off the edge of the printed page. This allows images and colours to print to the edge of a page with no border - bleed is trimmed off during production.

E.g. The finished (trimmed) size of an A4 document is 210 x 297mm

An A4 Page including 2mm bleed would be 214 x 301mm

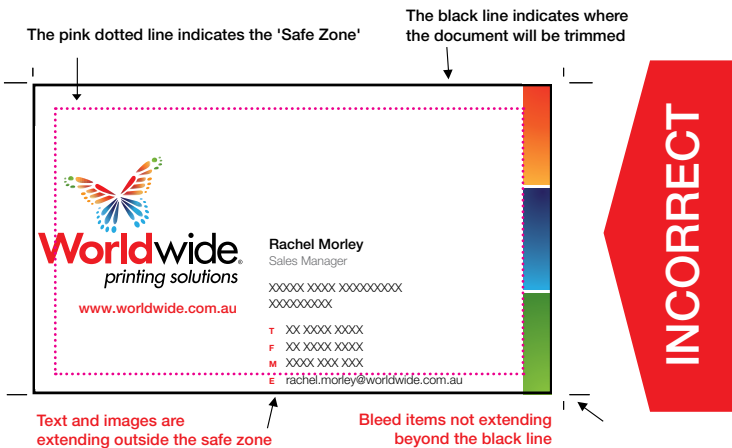
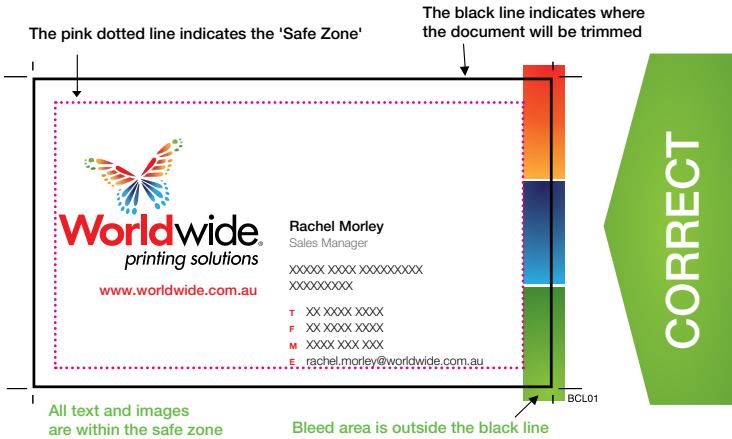
When setting up your document you need to include this area.

Please see diagrams below.

Safe Zone

Critical elements (text, logos, graphics etc.) must be placed within the 'Safe Zone' to avoid them being cut off during the trimming process. This means that they are at least 3mm in from where the document will be trimmed.

Please see diagrams below.



Colour

Offset and digital printing uses a colour format of CMYK (Cyan, Magenta, Yellow and Black). The colours you see on your computer screen are made from a colour format of RGB (Red, Green and Blue).

Software programs such as Adobe Photoshop, InDesign and Illustrator can convert all colours to CMYK. Make sure this is done before exporting your print ready PDF. **RGB is unacceptable.** Our graphic designers may be able to convert your RGB PDF through colour mapping but the colours may shift when converted to CMYK. It is also important to mention that CMYK colours on your screen will almost never match those printed. Be aware that all printing devices interpret colour differently. Perfection in colour matching is rarely achieved with CMYK printing. Pantone or 'Spot colour' printing is the best way to achieve colour matching but is a more expensive process.

Let us know if your job is colour critical and we can work out the best, most cost effective way of printing for you. Often the best way is to come into the centre and select colours from our pre-printed CMYK colour finder.

Resolution

All images or graphics contained within the artwork should be 300dpi or more at size to avoid pixelated printing. (Fuzzy & Unclear)

Images sourced from the web are usually low resolution (72dpi) and are generally unsuitable for printing. See example below.



HIGH RESOLUTION

300dpi

Images appear sharp and clear.

CORRECT



LOW RESOLUTION

72dpi

Images appear unclear and pixelated.

INCORRECT

If you are unsure if your image is the correct resolution, feel free to email your file to our designers and we will be able to tell you.

Fonts

In general most fonts can be embedded but some fonts, usually those downloaded from the internet might have some usage restrictions. Check the PDF settings you are using to see if they have font options, if they do, select "embed all fonts" or "embed subset fonts".

File Format

Our preferred format for receiving all artwork is a high resolution PDF. This is to ensure that all fonts, images and logos are embedded in your artwork. We do not accept Word or Publisher files, as they are unstable document formats and rely on the operating system of a computer for things like fonts. Not all operating systems are the same; therefore a PDF is the best way to avoid any issues.

We prefer print-ready PDF – select Press Quality settings when creating your PDF if working in Adobe Acrobat, InDesign, Photoshop or Quark Xpress. Supply artwork one up (do not multi or export as spreads).

If you cannot generate a PDF file on your PC, please contact us and we will email you free software and instructions on how to create a press ready PDF (available on PC only).

If you are not able to provide us with PDF files, then we can accept high resolution .jpg, .tif or .eps files (.eps files must have the text converted to outlines).

Design Tips

A couple of things to keep in mind when designing your artwork:

- Templates are available for most of our standard products on our website **www.worldwide.com.au**
- Tints no less than 5% - consult the worldwide colour finder if needed.
- Minimum line width is 0.25pt on a white background or 0.5pt for white lines on a dark background.
- Avoid using borders on trim edges as this can cause issues during the trimming process.
- Make large solid areas of black - 60c 40m 40y 100k.
- Make all general information on business cards 8 or 9pt, titles and names 10 or 11pt.
- Avoid using more than 3 different fonts in one document.

Check List

My File . . .

- is in the correct file format
- is the correct size including bleed
- contains high resolution images and graphics, no less than 300dpi
- includes 2mm bleed on all sides
- uses the appropriate colour profile i.e.: CMYK or Spot (Pantone)
- has all fonts embedded or subset or converted to path
- I am *ready* to send my file for checking!



Send To Us

Once you've completed your project and have the file ready, simply email your local Worldwide Printing Solutions centre. You can locate their contact details at www.worldwide.com.au/find-a-centre/

If the artwork is over 10MB (10,000KB) please visit our website, www.worldwide.com.au/upload-artwork/ and use our easy upload system, choosing your local Worldwide Printing Solutions centre. Alternatively, we accept files on CD or USB drive.

We will contact you with confirmation once your order is received - don't forget to tell us if your order is urgent!

For more information visit our website
worldwide.com.au
or call **1300 657 006**



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