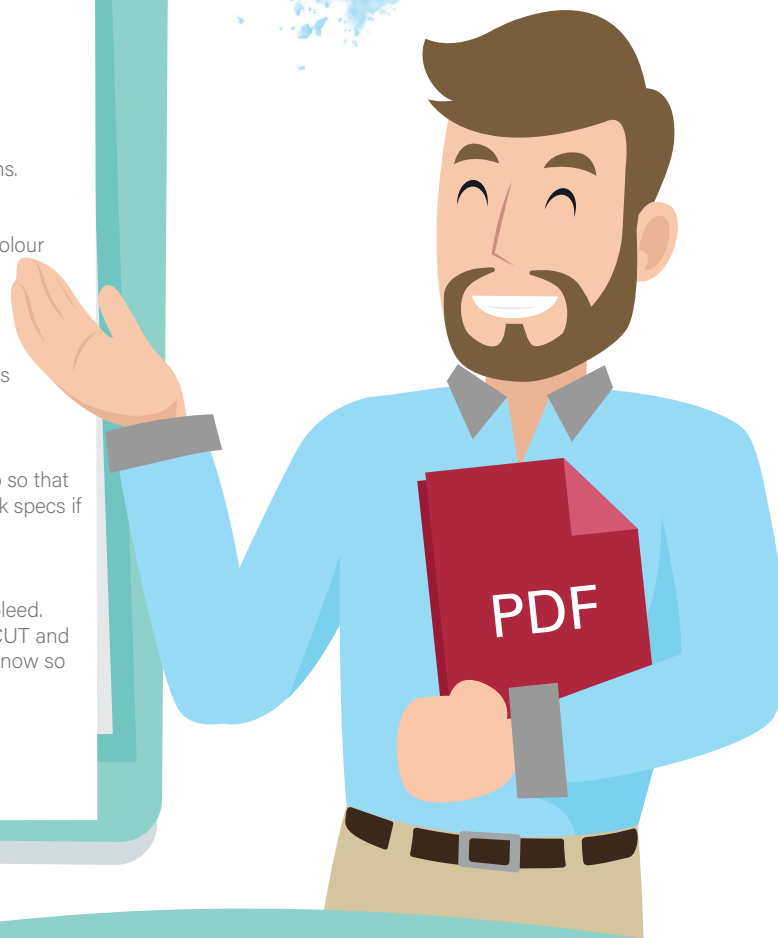


## GENERAL ARTWORK SPECIFICATIONS

### ALL FILES SHOULD BE SUPPLIED AS PRINT READY PDFs

- IMAGE RESOLUTION**  
Photos and Illustrations should be 150dpi (or greater) at finished size.
- COLOUR**  
Convert all colours to CMYK (no PMS colours, RGB, LAB etc).
- FONTS**  
Fonts should be embedded or outlined.
- BLEED**  
Minimum 2mm bleed. Crop marks are optional.
- SIZE**  
Trim size of your document should match the order specifications.
- CUTLINES**  
Any cut or crease lines are overlaid onto the artwork as a spot colour named CUT and set to overprint. Crease lines need to be set up the same way and named CREASE.
- PAGE COUNT**  
Page count should match the order specifications and all pages combined into 1 PDF file per kind of artwork.
- DOUBLE SIDED BANNERS**  
Double sided banners with pockets need to have artwork set up so that the fold matches on the reverse - please request specific artwork specs if you are unsure of the set up.
- VINYL CUT LETTERING**  
All vinyl cut lettering and shapes need to have minimum 2mm bleed. The cutlines overlaid onto the artwork as a spot colour named CUT and set to overprint. If you are having issues with this, please let us know so we can assist.
- FILE NAMING CONVENTION**  
Please follow this naming convention where possible:  
*substrate\_your file name\_size\_double or single sided\_quantity*

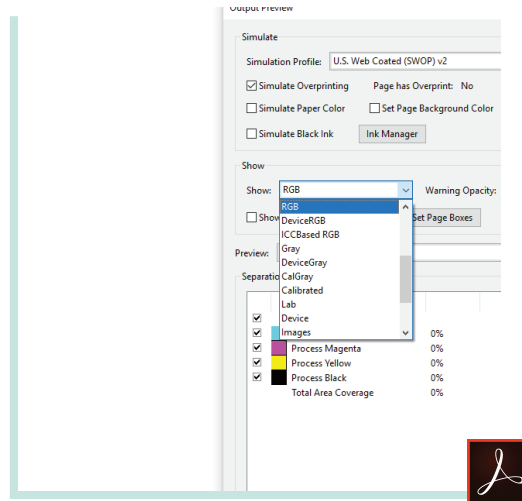
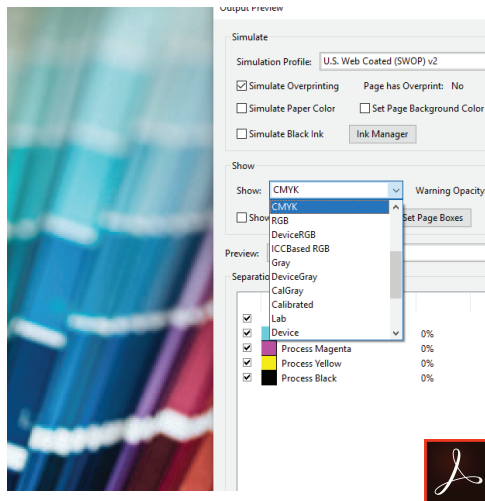


**Please check your artwork before submitting it to PrinterHQ.**



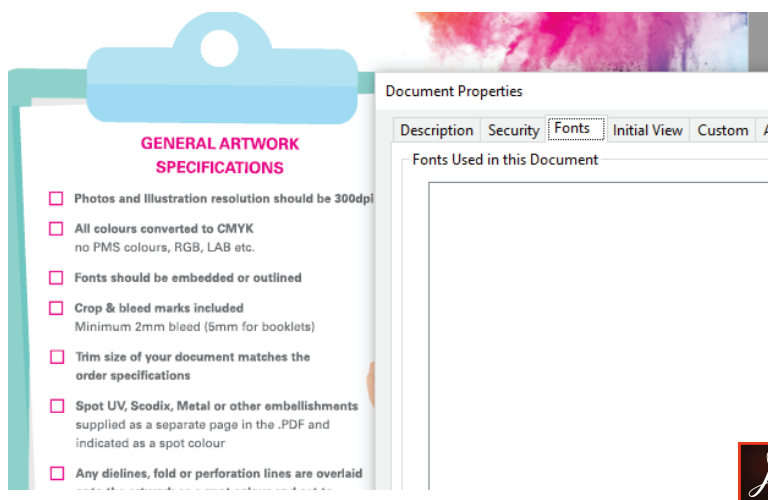
# How to check your Artwork from Adobe Acrobat DC

- All colours are converted to CMYK (no PMS colours, RGB, LAB etc).



How to check: Print Production tool > Output Preview

- Fonts should be embedded or outlined.

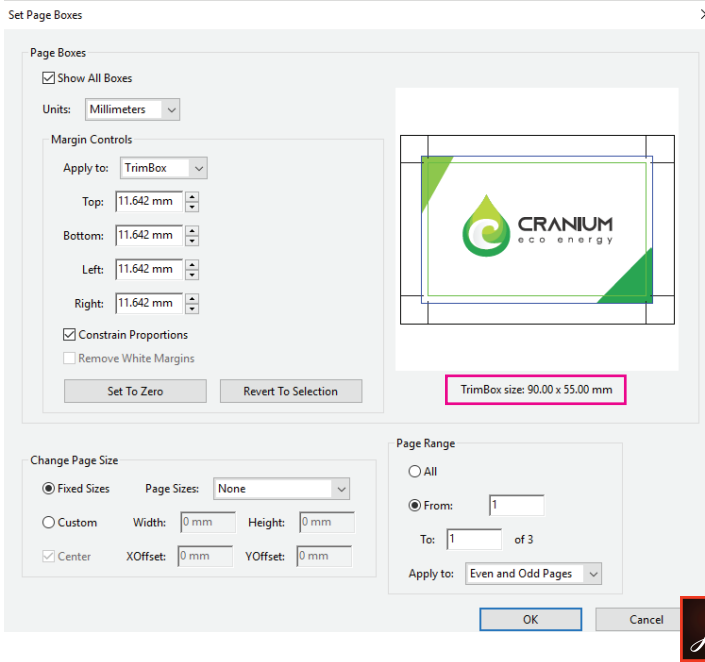


**How to check:**  
- Go to **File** menu  
- **Properties**  
- In **Document Properties**, choose **Fonts**

- Crop marks included, minimum 2mm bleed.



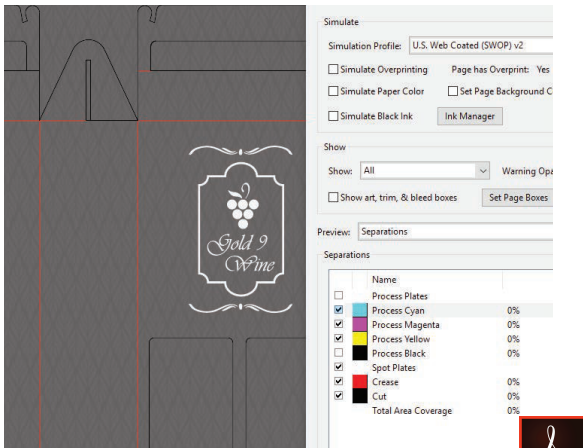
□ Trim size of your document matches the order specifications.



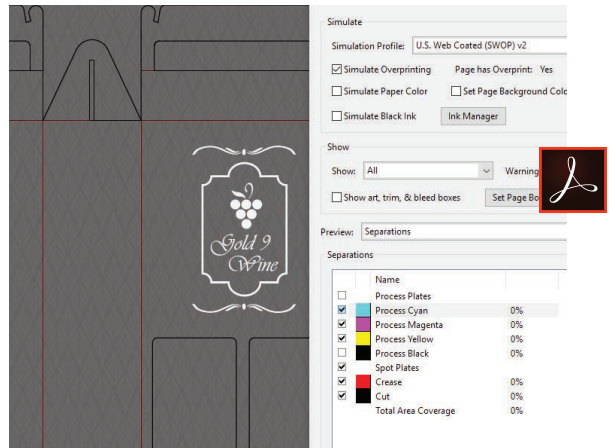
**How to check:**

- Go to **Print Production tool**
- **Set Page Boxes**
- **Margin Controls** box menu
- Apply to **Trim Box**

□ Any cutlines (or crease lines) are overlaid onto the artwork as a spot colour and set to overprint.



**CUTLINE**



**OVERPRINT CUTLINE**

**How to check: Print Production tool > Output Preview**  
To see **cutlines**, you can uncheck the **Simulate Overprinting**.

- Page count matches the order specifications and is combined into 1 PDF file per kind of artwork.  
eg. 2 kinds of posters printed 2 sides = 2 PDF files with 2 pages each.



- All vinyl cut lettering and shapes need to have minimum 2mm bleed. The cutlines overlaid onto the artwork as a **spot colour** named **CUT** and set to overprint.

