

101 Print Artwork File Setup Preparation Guide

A. Acceptable programs and format

Your artwork must be supplied in one of the following programs, and indicate the size of the file when you fill out the Online Purchase Order Form:

Adobe Illustrator (.ai)

Adobe Photoshop (.psd)

Adobe Acrobat (.pdf)

Encapsulated Post Script (.eps)

If you use software other than these please export your files in a format that can be opened by the above applications OR

a) in an EPS format OR

b) if using CorelDraw export as Adobe Illustrator (.ai)

B. Artwork size and bleed

All artwork must provide between 1 mm to 3mm bleed on all sides. Please refer to the table below for the specific artwork size requirements per item.

Product Artwork Size Print Size Bleed per side

Business Cards 92 x 56mm 90 x 54mm 1mm

3D Lenticular Cards 89 x 55mm 86 x 52mm 1.5mm

Plastic Membership Cards 91 x 59mm 86 x 54mm 2.5mm

A4 Size 213 x 300mm 210 x 297mm 1.5mm

A3 Size 303 x 426mm 297 x 420mm 3mm

A2 Size 423 x 600mm 420 x 594mm 3mm

A1 Size 600 x 847mm 594 x 841mm 3mm

Other (DL, Postcard etc) - - 3mm

A safe margin of 3 mm each side (and 5mm each side for booklets) is recommended if you have important texts or logo along the edge, to avoid trimming inaccuracies. In addition, we do not recommend using borders as they could make the inevitable trimming variations very obvious, no matter how slight the variation might be.

Artwork must be correctly sized with the required bleed as per 101 Print's Artwork Guides and Templates.

C. Colours

Please be advised that all colours in your artwork must be in **CMYK**. We do not print RGB or Pantone colours unless worked out with our production team, and we may reject your files on this basis.

Colour mode should be set to CMYK from the start. If artwork was designed in RGB colours first, then converted to CMYK, the print outcome may still be different from what is expected. While we would try our best to identify any anomalies and non-CMYK colours, the ultimate responsibility would sit with the client to ensure that all artwork specifications have been complied with. Should there be any non-CMYK colours in the file and we processed the order to print, we do not take any responsibility for colour variation as a result of that. The system will try to match as closely as possible but please be aware that some Pantone/PMS colours are not achievable by CMYK printing process. We do not accept responsibility for reasonable variations in colour. Every care is taken to ensure that the colour of each printout is matched as closely as possible. If you have any special requirements in regards to colour matching, please contact us before placing your order.

D. Border lines

You should set the stroke line for any border or frame to be more than 0.2mm (or 0.57pt), otherwise the line is too fine and may not be visible when printed.

E. Blacks

Avoid using 4 colour blacks as this can open your artwork up to scuffing and drying issues. For text and lines try to set the black to 100% black only. Also, remember not to use the default black in Photoshop for it is set at 4 colour black.

Not all blacks/ greys are the same! Avoid using 4 colour Blacks and Greys!

Photoshop, Office default Black and Grey contain all 4 CMYK elements.

Rich Blacks

We strongly recommend you use CMYK Rich Black on large areas of black to ensure a nice solid result. A good mixture for CMYK Rich Black on heavier stock weights is: 60 / 40 / 40 / 100. For lighter stock weights use 30 / 0 / 0 / 100.

To minimise cracking on folded jobs, we recommend scoring the fold lines.



DO NOT USE THIS BLACK or GREY!

It is fine for a website or a screen presentation, however, if you use this for printing, you open your design up to misregistration, scuffing and drying issues.

Single Black and Greys



Use this Black and Grey for all text and line work. This will ensure you will not get any small dots of the other colours on the edge of your text.

Full Rich Black



Use this Black for true rich black backgrounds and images (but not for text).

INK COVERAGE

Please ensure that the maximum ink coverage (combination of CMYK elements) does not exceed 200%.

Artwork/images with higher than 200% ink coverage would make the ink harder to dry and could leave undesired marks/patches on the prints.

F. Resolution

Photos and Illustration resolution should be 300dpi JPEG, AI, PSD, EPS and PDF formats. Please note that the resolution must be sufficiently good for large format work. (At least 300dpi)

We recommend 800dpi for all text as an image.
Please ensure all transparency effects have been flattened.

G. Outline and embedding

All texts and pictures in the artwork file must be outlined.
To ensure pictures in your artwork file will not be lost or distorted, please ensure to embed the pictures and that they are CMYK colours.

H. File format for double sided products

If your artwork is for a double sided product, please save them in 2 files (i.e. one file per side) or clearly label the layers as front or back sides.

I. Raised Print Artwork setting

A separate file is required to indicate the raised print texts/images/areas. Convert raised print texts/images/areas to **black** for raised print machine recognition.
Actual print Raised Print Area

J. Document Sizes/ Crop Marks

Set document to bleed size (not the actual print size). For example, for A4, document size is set at 212 x 299mm. Crop marks are not needed.

K. Finishing Options

If you wish to have any of the following add-ons to your final print products, please specify them in your online order form and enter the Product Code as per Price List.

- Round corners
- Special die cut required (i.e., anything other than a square or rectangle)
- Embossing
- Gold foiling
- Serial Numbering
- Scoring
- Folding

L. PDF proof (electronic proof)

Once full payment is made, we will prepare an electronic proof in pdf format based on the artwork you provided. This is to help you check against your artwork file, as sometimes images within a file can go wrong during electronic transmission. You will need to email or fax back the approval before we move to printing it. We provide this electronic proof service free of charge, but only after full payment is made and received by us.

M. Digital print proof (hard copy proof)

A charge would apply to obtaining a digital print for proofing purposes. We would recommend you to use a digital print proof when:

- You are printing a large quantity;
- You are printing a catalogue or booklet; or
- You are very particular with colours and would like to see what the finished product looks like as opposed to seeing it on screen. When you decide to order a digital print proof, please also factor in the time involved in getting one printed and delivered to you.

N. Sending your files

E-mail – attach your file(s) or send us a download link (such as, dropbox, yousendit. etc) to retrieve larger files.

Business Cards

Business Card Artwork Setup

Please ensure you supply your artwork to us with front and back combined into a single PDF file.

Standard 2 Sided Business Card

- Page 1 will print as Front
- Page 2 will print as Back

Gloss and Matt Lamination on 1 side will always be treated to Page 1 of your document.

Multiple Card Orders

eg. Different Names

All card variations require separate a PDF for each kind. (not all in one PDF).

Spot UV Cards

When ordering Spot UV, we require a 3 Page PDF.

- Page 1 should be Spot UV ONLY (as K100 marked Spot UV).
- Page 2 will be the Business Card side which requiring the Spot UV to be applied.
- Page 3 will be the Reverse side of the Card.

Spot UV

Spot UV Setup

Spot UV can provide a premium result when highlighting a logo, image or bold type by applying these areas with a gloss varnish, or applied as an overprinted PATTERN over solids for a more creative result.

When supplying final artwork which requires Spot UV, artwork should be supplied with an extra PDF file which contains all Spot UV elements set as a K100 named 'Spot UV'.

It is important to make sure that this 'Spot layer' exported PDF file is identical in all respects to (size, orientation, crop, position of images and text etc.) to your original CMYK artwork.

Things to Avoid

UV varnish can sometimes shift slightly when applied. Avoid applying UV to thin lines, small text or finely detailed artwork.

How to Setup Your Files

1. Open your artwork in Indesign.
2. Create a new layer for the Spot UV application.
3. Select the elements you wish to enhance with Spot UV and duplicate them to the new Spot UV layer.
4. Create a NEW colour swatch and name it "Spot UV"
5. Select colour type "Spot Colour", and convert all Spot UV elements to this new spot colour.
6. Spot UV elements should all be set to 100% Opacity.

7. IMPORTANT - Select all graphics on the Spot UV layer and set them to "Overprint Fill" in the Attributes palette (Window/Output Attributes).
8. Select "Overprint Preview" from the 'View' menu to CHECK your work.
9. Export the Spot UV layer - by turning off all layers except the new Spot UV layer, then export as a single PDF with all trim marks.
10. Proceed to export the CMYK file by turning off the Spot UV layer, then export all CMYK layers with trim marks.

Die-Cutting

Die-cutting and Forms Setup

We recommend using a die line from our extensive range of templates. If you require a custom die cut, please contact us directly. If you choose to create your own die, it is best practice to create your die line, mock it up and test it before laying out your artwork. Then repeat that process when the artwork is complete.

Especially with packaging and presentation folders, this is particularly important as elements such as pockets require gussets to allow for inserted material. Closure folds and tabs also require careful engineering to serve their purpose.

Perforations

Perforations

When your artwork is laid out, create a new layer called "Perforations". Choose a bright colour that is not featured in your artwork (100% Magenta works well), then draw dashed lines on "Perforations" layer where you intend the perforations to be placed.

Turn off layers except "Perforations" and export the files as a 300dpi PDF with crop and bleed marks. Now turn off the "Perforations" layer and export your artwork as a 300dpi PDF with crop and bleed marks. Upload both files to us for printing.

Please Note

The reverse mirrors the front so check that your perforations are in the correct location (flipped) on the reverse. Ensure your artwork is centred on each page so perforations line up exactly when flipped.

Books

Book Artwork Setup

Please ensure you supply your artwork to us as individual pages in the PDF, not as spreads e.g. a 16pp booklet should be supplied as one PDF with 16 pages.

Our pre-press experts will impose the booklet for you. Allow a minimum of 5mm bleed on all edges.

Booklet “creep” will occur during finishing so we recommend you keep text and non-bleed images at least 10mm from the trim line.