

Helpful hints and tips

This checklist is provided to ensure your job progresses through production without any delays or additional costs. By following the below recommendations you will minimise the risk of a print production error.

Acceptable Formats

We prefer press ready pdf's to be supplied. However we will accept **high quality Photoshop files, jpegs or tiffs.** For best print results, artwork is best created in such programs as **Illustrator, InDesign, QuarkXPress** or other **vector-based design software.** Otherwise Photoshop, Paintshop or other graphics programs can be used as long as they can create a high-quality 300 DPI or greater bitmap graphics output file. Other files can be used, please check with us first by contacting our studio. **Files created in any Microsoft program are not ideal.** If you have done your artwork in any Microsoft program they need to be **saved as a PDF file.** These files may incur extra charges.

Images

All images should be saved as **300dpi at 100%** of the size. This resolution will ensure that your design will print crisp and sharp.

Fonts

Outlining or embedding fonts that you use in your files means we can print them even if we don't have those particular fonts installed on our computers and they will look exactly the way you want them to.

Colours

All colours and images need to be saved in **CMYK** unless the job is spot colour. **PLEASE DO NOT USE RGB**, these will print discoloured and dull. If you provide it in other colour modes we can convert it for you, but you should carefully check any colours before approving for print. If your artwork is set in spot colour(s), you must specify the Pantone colour(s) and number that your artwork has been set to.

Correct Size

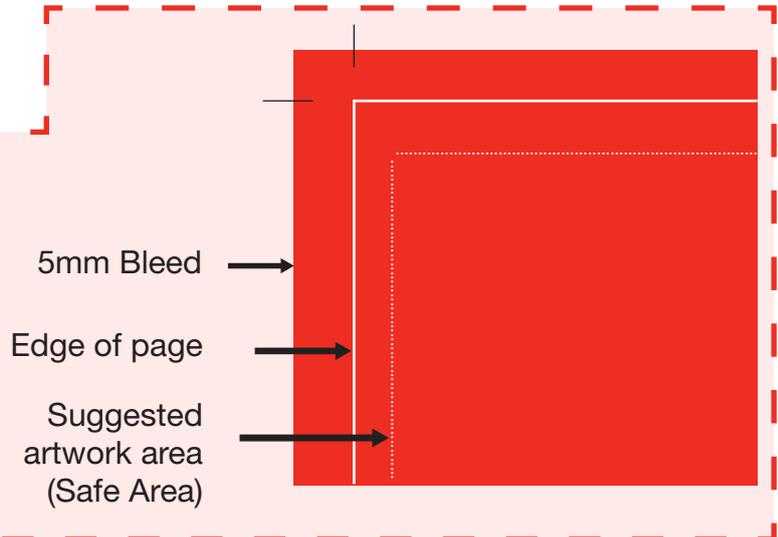
Artwork should be set to the correct dimensions i.e. **A4 (210x297mm) not US letter (215x279mm)**
Microsoft programs default to US Letter size.

Crop Marks

Please include crop marks on your final pdf. Look for crop marks or trim lines and make sure it is not cropping any important graphics or text off. If the artwork should bleed off the page, this should continue beyond the crop marks (**see diagram →**).

Bleed

Requirement for Litho and Digital work is 5mm added to outside the trim marks (see diagram).
Large format work requires 15mm bleed to be added outside the trim marks. (**see diagram →**).



Safe Area

Make sure any **graphics or text** is **not closer than 5mm from the trim or fold**, or it might be cut off.

Special Effects

Look-out for any drop shadow and transparency effects, make sure they show up correctly.

Remember, when you sign off on a proof, you indicate that everything on the proof is correct. If a problem is discovered once approved, chances are you may need to pay for a re-print.

If you are unable to provide a print ready PDF for your work, please speak to our Sales team.

We offer the very best studio rate to help get your job finalised and ready to go to print.

Prices start from as little as £35 ex VAT.

Please email us at studio@orchard-press.co.uk

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