Your guide to creating Print Ready Artwork

This guide will provide information on creating Print Ready Artwork. This will ensure the fast, accurate and high quality production of your job and help you to avoid excess artwork charges. Remember that the end product is only as good as its components. For high-quality printing, a PDF file must contain the appropriate images, fonts, colours, resolution and other components.
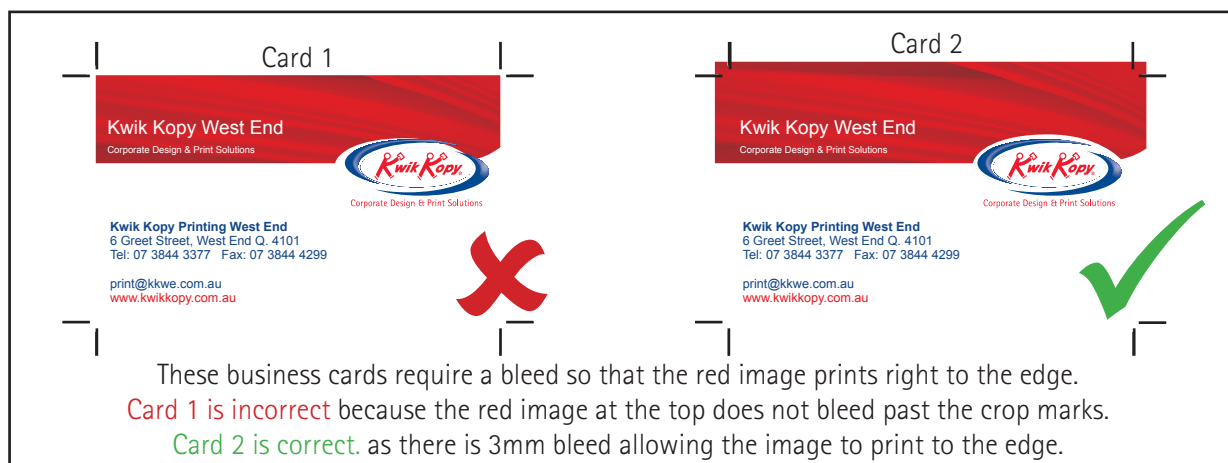
REQUIRED PRINT READY FILE FORMAT:

Our workflow requires that files are to be supplied as Adobe Acrobat PDF files (PDF) and when supplied to us it is assumed they are suitable to print. Whilst all care is taken in checking your files for file related errors that may reduce the quality of your job, we cannot accept responsibility for files that are not print ready and all jobs supplied as print ready will be printed as supplied.

We are limited in the changes that can be made to a PDF file, therefore any alterations may be referred back to you and you will be required to supply a new file if required. Artwork charges do apply if we are to make changes for you (if possible). We cannot be responsible for the quality of images reproduced in pdf since we cannot control the colourspace, colour correction and resolution used.

- For best results, all PDF's must be distilled on "Press Quality" settings with all fonts embedded and all images resampled to 300dpi.
- PDF Files must be saved in CMYK / GREY SCALE format.
- PDF Files must be setup as the required print size (100%) for the intended job.

BLEED & TRIM MARKS:

If a document is intended to "bleed" (print to edge of page), please include an additional 3mm of bleed on each edge for trimming. Trim marks are also required. (Examples below)

KwikKopy®

Corporate Design & Print Solutions

Crop / Trim Marks

In this example, the artwork does not require a bleed as the image does not come to the edge.

Card 1

Card 2

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These business cards require a bleed so that the red image prints right to the edge.
Card 1 is incorrect because the red image at the top does not bleed past the crop marks.
Card 2 is correct. as there is 3mm bleed allowing the image to print to the edge.

MARGINS:

We have a trimming variance of +/- 1mm. It is advisable to have at least 2-3mm margin from the edge of the document page to your work area.

BORDERS:

We recommend that you do not provide arwork with borders closer than 5mm to the edge of the document, as variance in machinery can cause undesirable results in the finishing stages of the production process.

RESOLUTION:

All files must be saved at a minimum of 300 dpi at the size required.
It is important to note that the quality of images sourced from the internet is very often inadequate for professional quality print and will result in pixilated, low-resolution images that lack detail. Likewise, many digital cameras do not have sufficient resolution and the results reproduce in a similar manner. Always use the highest quality setting on the camera to achieve best results for print reproduction. Most digital photos will require
editing to adjust colour balance, contrast and colour conversion (from RGB to CMYK or GREYSCALE).

SUPPLYING FILES:

The preferred method of file delivery is via our website or email. We can receive files via email up to 8mb. If larger or if you have numerous files, please upload via our website. www.kwikkopy.com.au. On the right hand side you will see a box "upload & send your files". Select and follow the prompts.
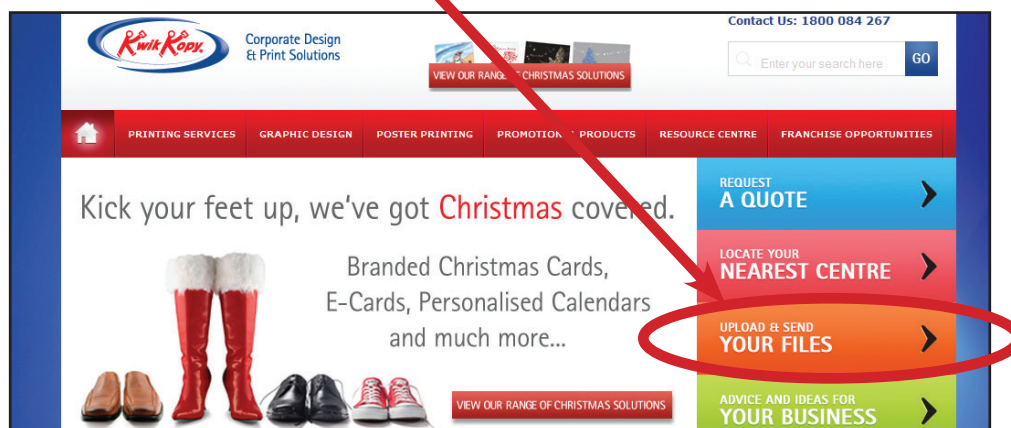
If your file has uploaded successfully you will receive a confirmation email within 10 minutes. If you do not receive this, please contact us.
After sending files via email, if you have not had confirmation within an hour please send a short confirmation e-mail including a contact phone number so we can reach you in the event of a problem or give us a quick phone call.

MICROSOFT FILES: Word, Excel, Powerpoint and Publisher documents will be saved as PDF and run as is. We officially do not support these applications and cannot guarantee the printed product will be to your satisfaction. Microsoft applications work in an RGB colour space therefore cannot be colour corrected or adjusted to match colour requirements. If we are required to match colours, artwork charges will apply for recreating the document (if it is possible).

ADOBE PHOTOSHOP: Please note Photoshop is not a page layout application, it is an advanced image editing package and does not handle text to a high standard. It is highly recommended that you use inDesign or Illustrator to create your document where possible.

NATIVE FILES:

If issues arise, we may require to see the native files. Preferred native files include: Adobe InDesign, Illustrator, Adobe PhotoShop and high resolution PDF's - (provide all fonts and images used to create your piece when providing native files). Artwork charges apply when native files are provided.

COLOUR MANAGEMENT:

The color presented on a computer monitor is not an exact color match to the final print product. Unless calibrated, every monitor will show a colour differently (eg. at an electronics store, all televisions display the same image differently). Monitor/proof color is strictly for viewing purposes. If colour is of concern a printed proof can be provided upon request. A fee may apply for printed proofs.

The color definitions described below are provided to assist in achieving your desired results/colour expectations:

RUN PLEASING COLOUR: Customer has not provided colour specifications and agrees to accept the following terms of colour management:
Acceptable colour is left to the discretion of the machine operator,(an experienced, colour professional),understanding that the end colour is primarily dictated by the program in which the document was created. Colour represented on the finished product cannot be disputed, as specifications were not provided.

RUN PLEASING COLOUR TO SUPPLIED: This option provides more colour direction than "run pleasing colour". This option provides a reasonable colour representation of the final product – where customer supplied colour samples are provided and colour matching is possible. Customer agrees to same terms as provided by RUN PLEASING COLOUR.

DIGITAL COLOUR PROOFS: A digital colour proof is a replication of the finished print product. Due to differences in equipment, paper, ink and production/press room operations; a reasonable colour variation between the proof and finished product is to be expected, especially for offset and wideformat printing. The slight variations will be considered acceptable. A charge will apply for the supply of a printed proof.

CRITICAL COLOUR: Printed proofs will be provided on the machine/stock the job will be run on. The proof provides an accurate colour match. It is the best possible method of colour matching. These proofs will be sent to customer for signoff, and then returned for use during print run. Purchasing a critical colour printed proof assures your job receives undivided attention to colour quality, resulting in the most accurate colour representation possible. *charges will apply for this service and offset printed proofs at varying costs based on the job specification.

For more information, templates and resources for creating print ready art visit www.kwikkopy.com.au. If you have any further questions and would like to speak to a member of our team you can contact us on the details below.

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