ctrl Print

ARTWORK GUIDELINES

PRINT-READY BASICS:

☐ **Margins Matter**
- Minimum bleed requirement for most products is 3mm. Extend your background and colours to fill the bleed area to avoid unwanted white borders after trimming.
- Keep text and key visuals at least 5mm away from the trim for safety.

☐ **Stick to CMYK**
- Always design in CMYK for accurate colours.
- Avoid RGB — it's for screens, not print.
- Need exact colours? Use Pantone spot colours.

☐ **High-Resolution Images / Illustrations Only**
- Use 300 dpi for sharp results.
- Ensure images are in CMYK.
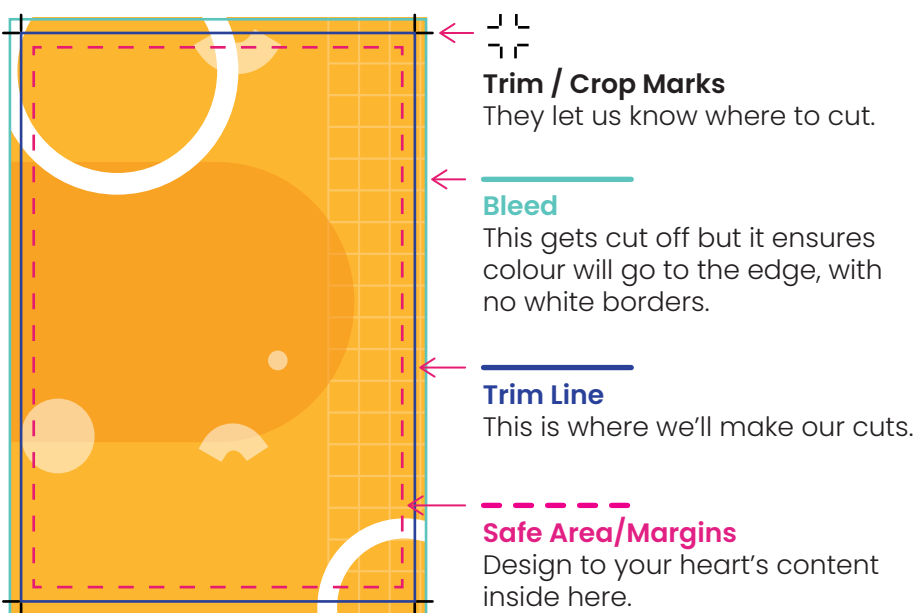- Skip low-res images or web downloads.

☐ **Outline or Embed Fonts**
- Avoid font issues by outlining or embedding them.

☐ **Save as a PDF**
- PDFs are best for print — they keep all elements intact.

☐ **Trim Size = Order Specs**
- Ensure your artwork matches the trim size of your order.
- Include crop marks to show where to cut.

Pro Tip: Download our product templates!
We've created product-specific templates to ensure your design meets the exact bleed and safe margin requirements. These templates are available on each product page.

COLOUR BLOCKING & OPACITY

Avoid large solid areas of Cyan, Magenta, Yellow, or Black to prevent banding — use colour blends for smoother results.

All design elements opacity needs to be set at 15% or higher.

WHY PDF?

PDFs are the gold standard for print — vector-based, editable, and perfect for professional results. Skip JPEGs and PNGs!

PDF ✓   JPEG ✗   PNG ✗   TIFF ✗
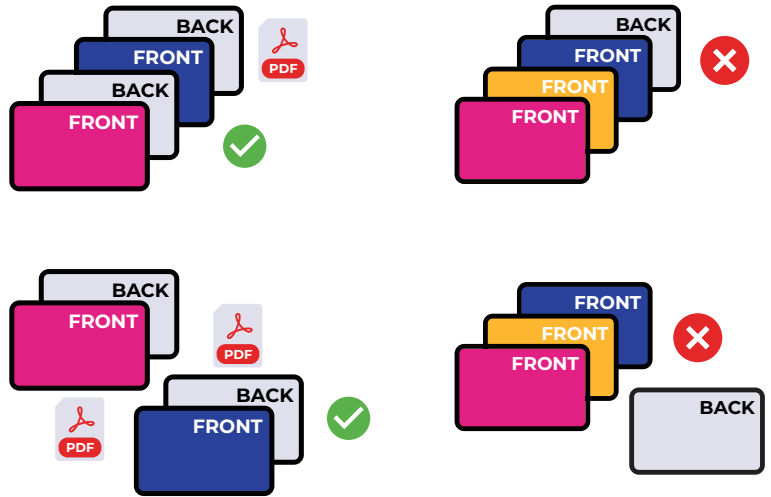
Overprint Alert!
Always ensure overprint is turned off in your files. In Adobe Acrobat, set 'Use Overprint Preview' to 'Always' under Preferences to view your PDF files accurately.

Trim / Crop Marks
They let us know where to cut.

Bleed
This gets cut off but it ensures colour will go to the edge, with no white borders.

Trim Line
This is where we'll make our cuts.

Safe Area/Margins
Design to your heart's content inside here.

MULTIPLE KINDS

Ensure your artwork is set up so that fronts and backs align perfectly when printed.

If your designs include multiple kinds (e.g., different sizes or stock types), please supply each kind as a separate PDF.

KNOW YOUR DIMENSIONS

A4
210mm x 297mm

A5
148mm x 210mm

A6
105mm x 148mm

DL
210mm x 99mm

BUSINESS CARD
90mm x 55mm

DOUBLE SIDED DESIGNS

For folded cards and brochures, Page 1 of your artwork will be printed as the outside panels.

Ensure your design reflects the correct layout for folds and panels to avoid surprises during printing!

POSTER SIZING

A3
297mm x 420mm

A2
420mm x 595mm

A1
595mm x 841mm

A0
841mm x 1189mm

CONTOUR CUTTING 101:

☐ **Custom Cuts**

- All contour cutlines must be saved as a spot colour named 'Throughcut', with 100% cyan recommended. Place the cutline on a separate layer named 'Throughcut'.

☐ **Keep it Simple**

- While you can create any shape you like, simple, organic shapes produce the best results. Avoid overly complex designs for smoother cutting.

☐ **Product-Specific Templates**

- We've created templates for specific products (e.g., bollard covers, display cubes, folded signage). These templates include pre-made cutlines on their own layer, saved as a spot colour.

- **Important: Do not edit or delete the cutlines in these templates. Complete your artwork based on the provided guide to ensure the best results.**

PERFECT BIND: CONSIDER YOUR SPINE

When designing the cover for your Perfect Bound Booklet, include the front, back, and spine on a single file. Use the same page size as specified in the template.

Use the table below to determine the correct spine width based on your booklet's page count and paper stock.

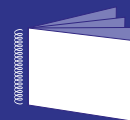| 128gsm Sovereign Silk		150gm Sovereign Silk	
Pages	Width	Pages	Width
40-44	3.5 mm	40-46	4 mm
46-54	4 mm	48-52	4.5 mm
56-62	4.5 mm	54-60	5 mm
64-70	5 mm	62-66	5.5 mm
72-78	5.5 mm	68-74	6 mm
80-86	6 mm	76-82	6.5 mm
88-94	6.5 mm	84-88	7 mm
96-100	7 mm	90-96	7.5 mm
		98-100	8 mm

BINDING METHODS

☐ **Perfect Bound**
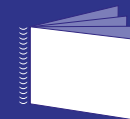Pages are glued into a flat spine for a sleek, book-like finish.

☐ **Saddle Stitch**
Folded pages are stapled along the spine for a simple, lightweight booklet.

☐ **Spiral Bound**
Pages are punched and held together with a plastic coil, allowing them to lay flat.

☐ **Wire Bound**
Similar to spiral binding, but uses a metal wire for added durability and a polished look.

Important: Our booklet templates include left and right page layouts with safe margins to ensure proper alignment for each binding style. Follow the templates for best results!