

A close-up photograph of a person's eye, heavily adorned with vibrant, multi-colored makeup. The eye is closed, and the surrounding skin is covered in a dense layer of bright, shimmering pigments in shades of yellow, pink, blue, and green. The lighting is dramatic, highlighting the texture and intensity of the colors.

“PRINT READY FILES” QUICK GUIDE

[MAKE SURE YOU'RE
READY TO PRINT]

YOUR GUIDE TO CREATE PRINT READY ARTWORK

This guide provide information on creating a Print Ready Artwork for Press Advertising, Offset and Digital Printing. This help to ensure fast, accurate and high quality production of your job and help you to avoid excess artwork charges. For a high-quality printing, a PDF file must contain the appropriate images, fonts, colours, resolution and other components.

HOW TO DESIGN FOR PRINT

ACCEPTABLE FILE

The preferred format for supplied artwork is a **CMYK high-resolution PDF**. The optimum resolution for print is 300dpi at actual size. This includes images.

COLOURS

All placed files and artwork should be **CMYK only**. No RGB or spot colours.

RICH BLACKS (4 COLOUR BLACKS)

If you are using a true rick black, please specify **40C 40M 40Y 100K**.

RESOLUTION

All artwork should be **high-res (300dpi)**. Ensure the images placed into InDesign/ Illustrator are not scaled up beyond 100% as this lowers the effective resolution.

BLEED

If a document is intended to “bleed” (print to edge of page), please include an additional **3-5mm of bleed on all sides** for trimming. Trim marks are also required.

FONTS

All fonts should be **outlined or embedded**. (Refer to next page if you're unsure how to do it.)

TYPE-SAFE AREA

All important text should be inset from the document edge by **at least 3mm** to allow for possible page shifts when trimming.



- 3mm inset safe type area
- Trim marks
- 3mm bleed

EXPORTING A PRINT READY FILE

Before exporting a Print Ready File, ensure you have added bleed and outlined all fonts.

BLEED

Add **3-5 mm** of space outside of the printed area so the actual artwork doesn't get cropped when trimmed after printed. This will be your bleed/safe zone. (Refer to next page for examples)

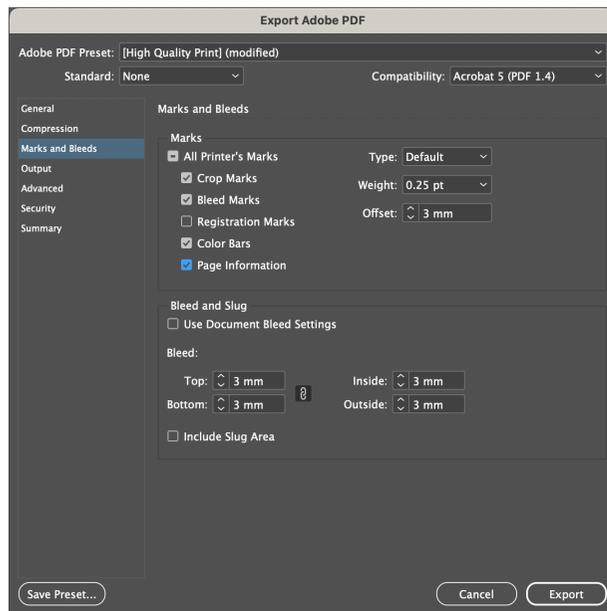
FONTS

• InDesign

Click on the **Edit** option at the top of the screen and choose **Select All**. Click on **Type** and select **Create Outlines**.

• Illustrator

Click on the **Selection** option at the top of the screen and choose **All**. Click on **Type** and select **Create Outlines**.



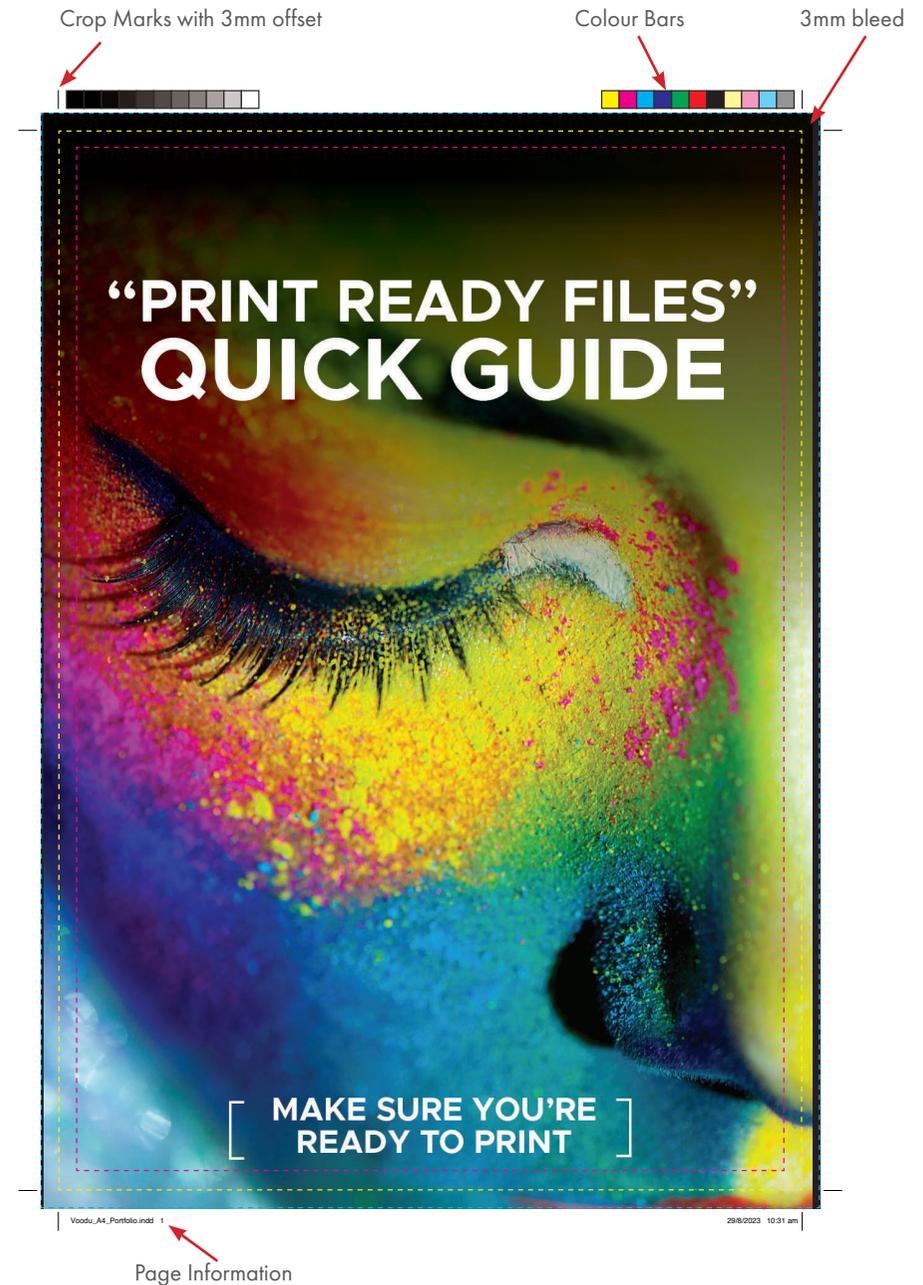
When exporting creatives, please include:

MARKS

Crop Marks
Colours Bars
Page Information

BLEED

3mm



BLEED & TRIM MARKS

Please include an additional **3-5 mm of bleed on all sides** for trimming. Trim marks are also required.



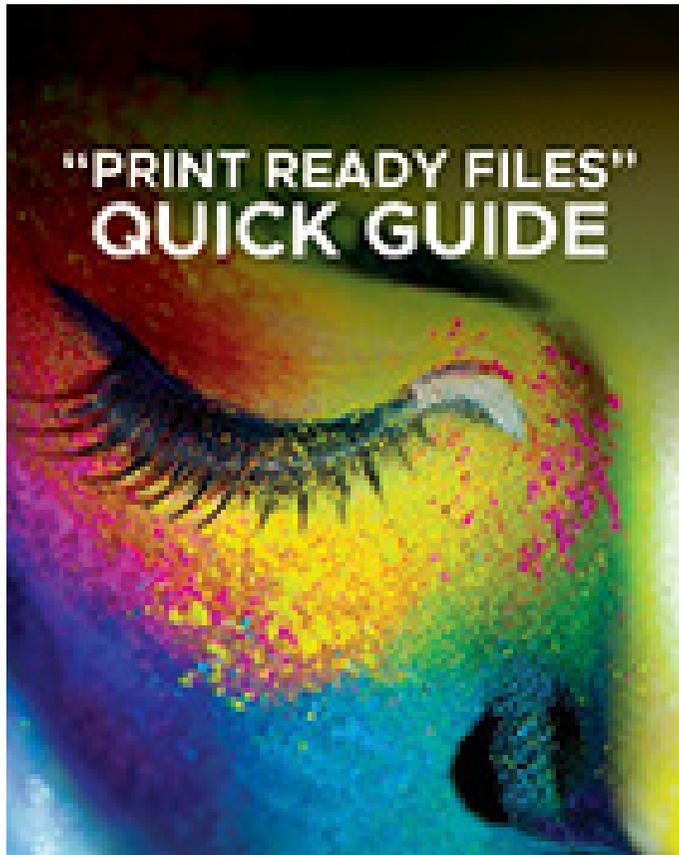
 **WRONG**
No trims or bleed



 **CORRECT**
3mm bleed & 3mm
offset trims provided

RESOLUTION

All images need to be 300 dpi. Anything under 300dpi will not reproduce correctly.



 **LO-RES**



 **HI-RES**

COLOUR

All images need to be in CMYK.



X RGB



✓ CMYK