PRINTBEARS.com
ARTWORK GUIDE

There are several things you need to bear in mind when creating artwork.

So we've put together some tips that will help you produce the perfect artwork file.

We explain the aspects of colour, size, format, line thickness, margins and the right resolution for your image files. Now there's nothing stopping you from producing perfect artwork files!

DOCUMENT COLOURS

Prepare your files using CMYK as the colour mode, not RGB.
Avoid using 4c for black text; instead, set the font colour to 100% K.
When using special colours (Pantone or HKS), enter the desired values in the colour channel.
Instructions for special colours: To avoid mottled or patchy colours, areas with another process colour (CMYK) overlaying a special colour should be created using knockout rather than overprinting. Likewise, special colours over a CMYK colour should be knocked out.
If you order a greyscale item, the file needs to be created in greyscale.
We recommend creating grey areas in shades of black to ensure a perfect print result.
Files in original size

CREATE YOUR FILES
IN THEIR FINAL TRIM SIZE.

Any artwork that is too small or too large will automatically be scales to the size ordered, without edge triming (bleed). Please note that this may result in reduced quality.
The right trim allowances/bleed

To allow leeway for cutting differences in production, always add trim allowance to the size ordered:
Standard trim allowance: 2 mm
Envelopes: 1 mm
Ad technology products, packaging, presentation folders, clap banners and monthly calendars: 3 mm

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GRRREAT PRINTING EVERYTIME

SAFETY MARGIN

Keep all contents at least 3 mm away from the edge of the finished size.
Contents in spiral bound calendars or brochures should be kept at least 20 mm away from the binding edge.
Make sure colours, background pictures and layouts extend into the bleed area so as to avoid leaving white lines as a result of cutting tolerances.
Page numbers

For products with multi-page documents, create the individual pages in sequential order, starting with page 1 (front page) through to the last page (back page).
Check that all superfluous pages have been deleted.
Images and graphic resolutions

Pictures, images and graphics: 250 dpi
Greyscales and colour images: 250 dpi
Line artwork (e.g. texts in a small font size and drawings): 1.200 dpi
Ad posters, advertising technology with text: 150 dpi
Advertising technology products: 72 dpi
Line weights

Lines should be at least 0.22 pt.
Lines that are too thin are automatically increased to a printable weight. (Exception: lines set to precisely 0 pt. We cannot guarantee that the weight of these lines will be automatically increased.)
Do not use borders to define layouts as they may be cut into due to mechanical tolerances and may show up on the finished product.
File formats

Always save your files in print-ready, uneditable file formats such as PDF (PDF/X1a or PDF 1.3).

Do not use layers; reduce everything to the background layer.
Embedded fonts or paths

Convert fonts to paths or embed them in the document to avoid tracking and printing problems.
Make sure there is sufficient contrast between background and font colours.

Any other queries please email the bears -
hello@printbears.com