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Artwork guide v.1.0

...create print-ready artwork - here's how!
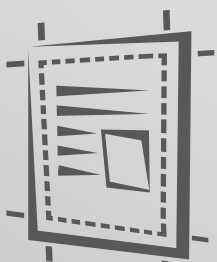
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Artwork guide

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Table of contents

Checklist

✔ Is the document laid out in CMYK? With spot colours?

✔ If you have ordered one colour printing (black), is your artwork provided as greyscale?

✔ Is the file laid out in open end size, with the additional 2mm bleed allowance?

✔ Are the elements that must not be cut off placed far enough
    away from the edge (minimum 3mm)?

✔ Does the side number of the document match the side number given in the order?
    (Have all superfluous sides been deleted? Are all sides clearly marked?)

✔ Correct file format? PDF (PDF/X3 or PDF/ X1a), JPG, TIFF, EPS, PS

✔ Are the fonts embedded or converted into strings or curves?

✔ Is the image resolution sufficient (at least 250 dpi, posters at least 200 dpi, line art 1,200 dpi)?

✔ Are the lines thick enough? Could any thin lines that would become visible through
    automatic scaling be hiding in the file?

✔ Have all auxiliary lines and layers been deleted?

✔ Is everything written correctly (Attention: transposed digits) and legible (font size, contrast)?

Everything checked off?
Then you can send your artwork to us now.

Should you be unsure whether everything is in order, you find helpful
tips and tricks on the following pages.

Furthermore you have the possibility to select our
superior artwork check when placing your order.

Have fun with your finished, printed product.
Your team at saxoprint.co.uk!

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Cropping area/bleed difference

Open end size:
When you completely open your end product, you see what we consider an open end size.

Closed end Size:
We consider the size that you can see and measure when you have your end product in hand a closed end size. It is also the size that you can choose during the ordering process.

> **Hint**
> Use our cost-free print templates for the creation of your artwork. You find these on our website under Service & Help.
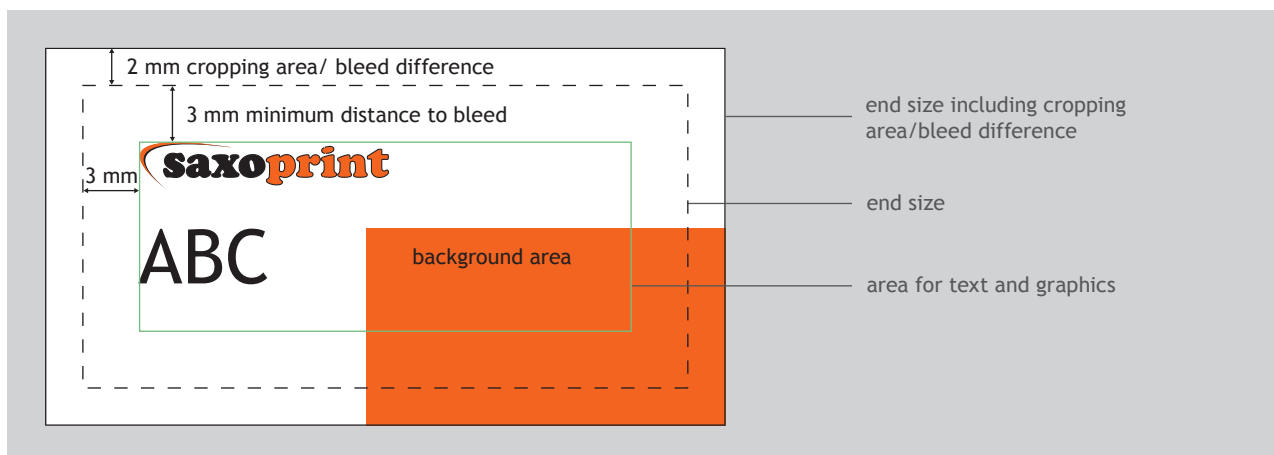
Always lay out your documents in the **open end size**, including the **all-around 2mm bleed difference** that prevents important information from being cut off.
Letters and graphic elements should be placed at least 3mm from the edge of the end size. When ordering calendars please position contents minimum 10mm from the side on which the calendar will be bound.

Position background graphics and images which are supposed to reach the edge of the print product within the cropping area. Like that you can avoid white gaps.

> **Attention**
> Keep shingling in mind when placing images and texts in brochures (safety distance to the bleed).
> If you have not ordered a superior artwork check, sizes that differ from the information on your order will automatically be scaled to the ordered size (without bleed difference).

Multiple side products

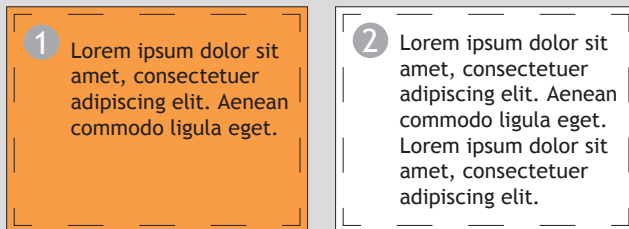Please create brochures as consecutive, individual sides starting with the cover page.

Please transfer these individual pages to us in a **multi-page PDF** document.

Attention

When creating PDF files, there are several presettings to consider! Please therefore take note of the information about saving files that is provided in this guide!
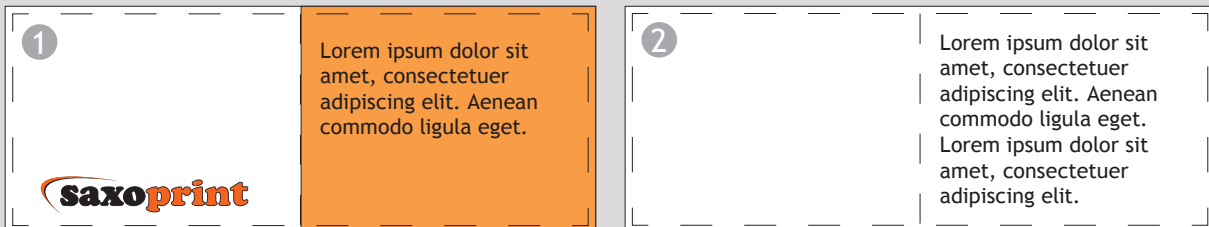

Please do not forget to delete empty or superfluous pages from the file before your final save.
Desired blank pages have to stay in the file.

When transmitting individual sides, please include the side no. in the file name. A sorting based on the side numbers in the file will not be done.
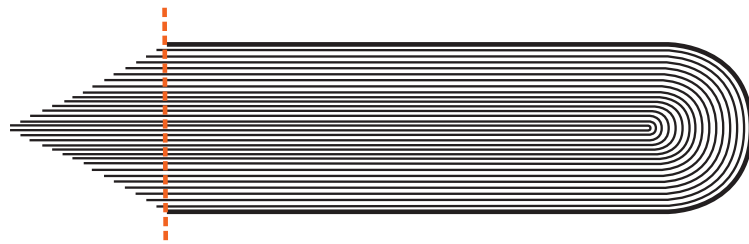
① Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget.

② Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget. Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Separated sides for brochures

For folded leaflets, the sides has to be laid out in a file next to each other, i.e. pre-assembled.

① Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget.

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② Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget. Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Pre-assembled sides for folded leaflets

Shingling

schematic model of shingling

When folding many sheets of paper at once, the most inside pages are pushed out. This is called shingling. When cutting the brochure to one single length in the following, the inner sides are therefore shorter by the shingling difference. To avoid that elements placed directly on the edge (e.g. page numbers, lines etc.) are cut off you should keep in mind the shingling when creating your artwork.

Maintain a safe distance of 5mm to the paper edge. For brochures from 32 sides on we recommend to increase the safe distance. As the shingling depends on the paper grammage and the number of sides, please lay out your artwork using the following shingling figures.

80 gsm and 90 gsm paper		135 gsm paper		170 gsm paper	
sides	shingling	sides	shingling	sides	shingling
32	0.64 mm	32	0.96 mm	32	1.44 mm
36	0.72 mm	36	1.08 mm	36	1.62 mm
40	0.80 mm	40	1.20 mm	40	1.82 mm
44	0.88 mm	44	1.32 mm	44	1.98 mm
48	0.96 mm	48	1.44 mm	48	2.16 mm
52	1.04 mm	52	1.56 mm	52	2.34 mm
56	1.12 mm	56	1.68 mm	56	2.52 mm
60	1.20 mm	60	1.80 mm	60	2.70 mm
64	1.28 mm	64	1.92 mm	64	2.88 mm
68	1.36 mm				
72	1.44 mm				
76	1.52 mm				
80	1.60 mm				
84	1.68 mm				
88	1.76 mm				
92	1.84 mm				

Brochures with perfect binding

Content:
Please apply all pages as continuing separated pages. The very first side as well as the last side of content will be pasted about 5 mm onto the cover inside to make it long-living. Keep in mind that therefore 5 mm visible design space will disappear.

Front side

Spine

Content sides

Back side

■ Glue application
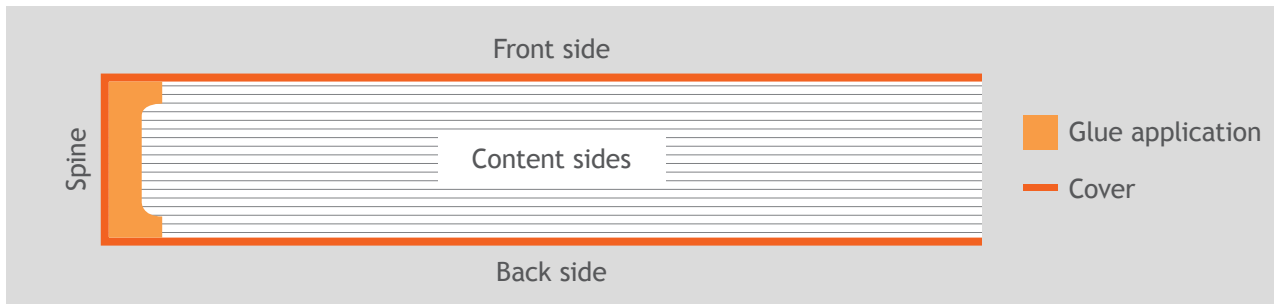
— Cover

Cover
The cover has to be completely set up and attached with the spine. The width of the spine depends on the number of sides and may vary. Please learn the appropriate strength of the spine from the scheme on page 8:

How to prepare your artwork:
Please provide a separate file for the cover and the content sides.
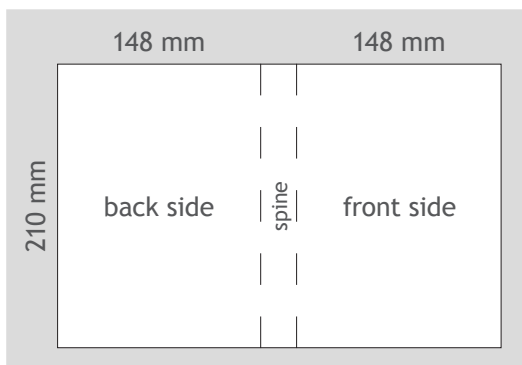
Content file: starts with right side (side 1), ends with left side

Cover file: side 1 = back side outside (C4) + spine outside + front side outside (C1)
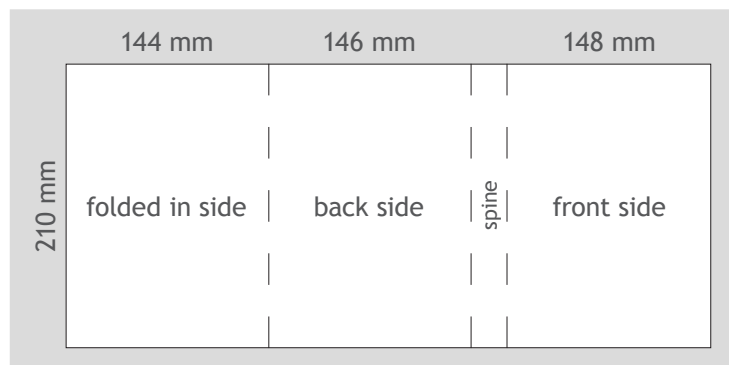   side 2 = front side inside (C2) + spine inside + back side inside (C3)

Attention

If you chose a 6-sided cover the side next to the folded in side has to be 2 mm shorter and the side that will be folded in 4 mm shorter!

4-sided cover (example A5)

148 mm | 148 mm

210 mm

back side | spine | front side

6-sided cover (example A5)

144 mm | 146 mm | 148 mm

210 mm

folded in side | back side | spine | front side

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Brochures with perfect binding - spine width

Overview of the individual width of spine

> **Hint**
>
> The spine width of a brochure may be calculated by this formula: number of content sides ÷ 2 × paper grammage ÷ 1000

sides	80 gsm paper spine width	90 gsm paper spine width	100 gsm paper spine width	135 gsm paper spine width	170 gsm paper spine width
40	1.6 mm	1.8 mm	2.0 mm	2.7 mm	3.4 mm
44	1.8 mm	2.0 mm	2.2 mm	3.0 mm	3.7 mm
48	1.9 mm	2.2 mm	2.4 mm	3.2 mm	4.1 mm
52	2.1 mm	2.3 mm	2.6 mm	3.5 mm	4.4 mm
56	2.2 mm	2.5 mm	2.8 mm	3.8 mm	4.8 mm
60	2.4 mm	2.7 mm	3.0 mm	4.1 mm	5.1 mm
64	2.6 mm	2.9 mm	3.2 mm	4.3 mm	5.4 mm
68	2.7 mm	3.1 mm	3.4 mm	4.6 mm	5.8 mm
72	2.9 mm	3.2 mm	3.6 mm	4.9 mm	6.1 mm
76	3.0 mm	3.4 mm	3.8 mm	5.1 mm	6.5 mm
80	3.2 mm	3.6 mm	4.0 mm	5.4 mm	6.8 mm
84	3.4 mm	3.8 mm	4.2 mm	5.7 mm	7.1 mm
88	3.5 mm	4.0 mm	4.4 mm	5.9 mm	7.5 mm
92	3.7 mm	4.1 mm	4.6 mm	6.2 mm	7.8 mm
96	3.8 mm	4.3 mm	4.8 mm	6.5 mm	8.2 mm
100	4.0 mm	4.5 mm	5.0 mm	6.8 mm	8.5 mm
104	4.2 mm	4.7 mm	5.2 mm	7.0 mm	8.8 mm
108	4.3 mm	4.9 mm	5.4 mm	7.3 mm	9.2 mm
112	4.5 mm	5.0 mm	5.6 mm	7.6 mm	9.5 mm
116	4.6 mm	5.2 mm	5.8 mm	7.8 mm	9.9 mm
120	4.8 mm	5.4 mm	6.0 mm	8.1 mm	10.2 mm
124	5.0 mm	5.6 mm	6.2 mm	8.4 mm	10.5 mm
128	5.1 mm	5.8 mm	6.4 mm	8.6 mm	10.9 mm
132	5.3 mm	5.9 mm	6.6 mm	8.9 mm	11.2 mm
136	5.4 mm	6.1 mm	6.8 mm	9.2 mm	11.6 mm
140	5.6 mm	6.3 mm	7.0 mm	9.5 mm	11.9 mm
144	5.8 mm	6.5 mm	7.2 mm	9.7 mm	12.2 mm
148	5.9 mm	6.7 mm	7.4 mm	10.0 mm	12.6 mm
152	6.1 mm	6.8 mm	7.6 mm	10.3 mm	12.9 mm
156	6.2 mm	7.0 mm	7.8 mm	10.5 mm	13.3 mm
160	6.4 mm	7.2 mm	8.0 mm	10.8 mm	13.6 mm

Resolution

We recommend a graphic resolution of at least 250 dpi for grey scale and colour graphics (in the original size) to ensure an optimal printed result.

For posters, a resolution of 200 dpi (in the original size) is sufficient, so that the amount of data is reduced, or can be kept to a minimum.

Line art (e.g. text with a small point size and symbols) should be laid out with a resolution of 1200 dpi to avoid a "saw tooth" effect. This occurs because line art, in contrast to other images with fluid transitions, shows hard colour edges and high contrast.

Attention

Always lay out your graphics with the right size and resolution. Scaling up or increasing the resolution later on will result in poorer quality.

The higher the resolution, the greater the amount of data. To reduce this amount, we recommend that you cut your images down to the size or detail you would like to use.

entire image

part to be used

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Spot colours

Spot colours are pre-defined, full tone colours and defined basic tones, i.e. colour nuances whose advantage is that they are mixed separately and can therefore be applied in printing as individual colours. That means they will always be mixed in exactly the same proportions, which assures that the colours will always remain the same, offering the best possible colour fidelity and reproducibility.

There are various providers of so called spot colours:

- Pantone (Hexachrome)
- HKS
- RAL

We at saxoprint.co.uk exclusively use HKS.

> **Attention**
>
> HKS spot colours can be converted into CMYK colours. When converting HKS to CMYK colour deviations may occur.

Colour layout and colour mode

Lay out your documents in grey scale, CMYK or with spot colours (HKS), not with RGB!

Lay out HKS spot colours as such, and please give the colour names correctly in order to avoid distortion of your desired colours.

HKS K for silk or gloss finish coated paper types
HKS N for uncoated paper types

Before saving, rid the document of all superfluous colours (for example, from your colour or mixing palette), so that only the colours you truly chose are used in printing.

Do not lay out pre-separated files! That means you are not to split your files into four different levels (one for each of the colours, cyan, magenta, yellow, and key = black).

> **Hint**
>
> Printing machines print four colours in CMYK. RGB is predominantly suited for the display of colours on a screen.

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Fonts

Do not place text, logos and other elements too close to the edge of the page, otherwise they may be cut off. We recommend a distance of ca. 3 mm from the edge of the page. see page 4 „cropping area/ bleed difference"
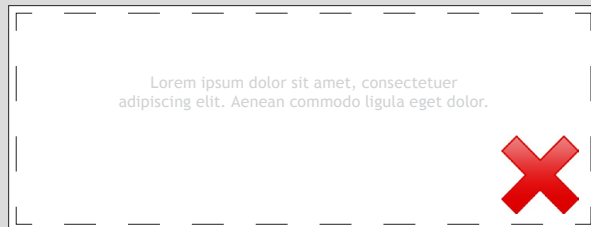
The font size should be at least 6 pt to ensure readability. Please keep in mind that the general reading font size is 12 pt. The larger your product, the larger the optimal font size should be. That means, for example, that 6 pt, while a reasonable size on a business card, would be essentially unreadable on a poster or flyer.

Fonts must be converted into curves or embedded in the document in order to avoid problems with the text size. These problems can arise if the printer does not have the font you used available.

You may not use mixed colors (CMYK) for designing black texts, but 100% black (K-channel).

Hint

There are standard fonts that are installed on most PCs. There are also, however, typical fonts for a particular programme that are not installed on every computer and therefore cannot be displayed, or will be converted to a standard font. To avoid this, fonts have to be embedded.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

Due to its brightness/lightness, the font does not differentiate itself significantly from the background.
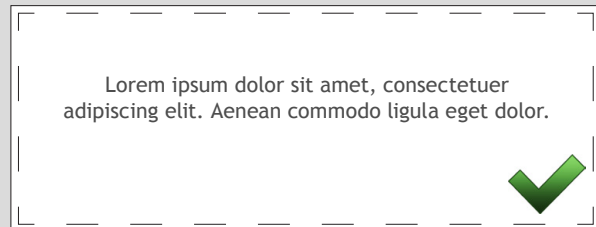
The font size is always to be adjusted for the final product so that it ensures readability.

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Orthography and composition

We do not control your document in terms of content. For multi-side documents, or documents with folds, make sure that the alignment and the sequence of the sides are clearly recognisable. This is especially important for layouts in which the front and back sides of a page are one over the other. To assure that we print your data correctly, you can send us a print preview labeled as such (for example, printpreview. jpg) with your artwork!

1 = front side   2 = back side

1 = front side   2 = back side (over head)

Lines

Do not use hairlines. They are too thin to be properly printed.
Lines should be at least 0.25 mm thick (0.75 pt).

We recommend not to use frames that shall act as border for the whole document (end size) as these may be cut due to the customary cutting tolerance.

Attention

Lines that are laid out with an insufficient thickness will be automatically thickened by our editing programme.
Please make sure that no lines of 0 pt thickness are hiding in your document, because they may appear in the final product as a result of the automatic thickening.

Saving print-ready artwork

Please only use closed, read-only formats such as PDF, JPG, TIFF, EPS, PS (PostScript) to save your print data.

Please do not use any special or space characters.

Files in PDF-Format are both for you and us the most secure way to produce a high-quality printed product, because this format has been especially developed for the exchange of data between two professional prepress organisations. The free Acrobat Reader programme is not sufficient for the creation of printable PDF files. For this, the Acrobat Full Version is available, although it does cost. You can also use the capabilities of your layout programme, as long as you pay attention to a few adjustments that will facilitate the creation of a perfect PDF file.

When creating a PDF file directly from the layout programme, please use the PDF/XStandard (PDF/X3-Standard or PDF/X1a-Standard). We recommend picking the additional setting "compatibility 1.3" when saving your artwork files. Like that you can prevent problems with layers or transparencies that may arise during further work on your files in our workflow. This especially pertains to programmes that do not support PDF/X- Standards for PDF creation.

Attention

WORD, EXCEL and PowerPoint do not create print-ready artwork.

Saving JPEG-, PDF- or TIFF-Files

In menu item „file" you can save or export the file. Depending on the programme further windows will open with which colour mode, quality and resolution can be set (colour mode: CMYK, resolution: 250dpi, quality: maximal).

Please name your files (Order number, side sequence for individual sides. For example, order number Brochure s. 1, order number Brochure s. 2...)

An aggregation of your file as ZIP- or RAR-archive is possible.

Attention

PDF files that have been created in CorelDRAW may have an incorrect colour display. Therefore do only create JPEG files out of CorelDRAW.

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Postcards

Postcards can be laid out in portrait or landscape format, though the rear side should always be in landscape format in order to conform to normal reading habits and to avoid problems with the post.

Please create both sides separately and pay attention to the orientation and the correct name.
That means you should lay out the front side so that one can read the text "normally" (so that the bottom edge is at the bottom of the image). Please name the front side as obverse and the rear as address side. The accompanying picture shows you how front and rear sides are arranged by default by our prepress.
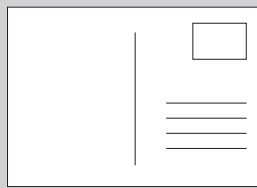
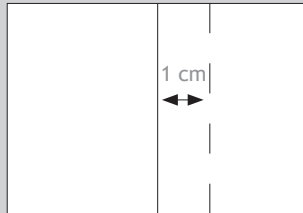Readability of postcards in portrait format
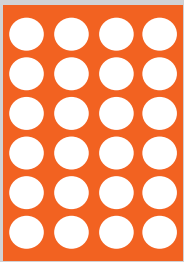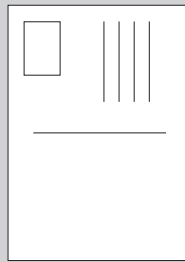
front side   rear side   rear side
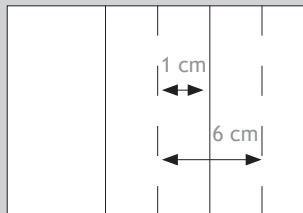

Hinweis

By the way: You find matching print templates for your postcards with or without our sponsoring logo in our print templates.

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Perforations

Brochure 4-sided:

- at least 1 cm away from the fold
- not in the spine
- max. 1 perforation line/4-pager
- perforation lines parallel to spine/fold
- no perforation if the grammage is less than 135gsm

Folded leaflets:

- at least 1 cm away from the fold or lying in the fold/break
- max. 3 perforation lines
- perforation lines parallel to fold
- minimum distance between perforation lines: 6 cm
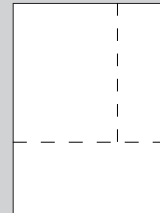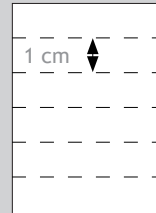
Flyers:

- at least 3 cm away from the edge
- the minimum distance between two should be 1 cm
- max. 6 perforation lines parallel to each other
- max. 1 orthogonal (right-angled)

Perforations serve to make the separation of parts of your product easier. They are useful when contact information or other important data ought also to be available separate from the actual mean of communication (i.e. printed product).

For the various formats of your printed product, there are a few basic things to keep in mind regarding perforation (see description above). When saving, be sure there are no auxiliary lines left that mark the perforation lines but should not be printed themselves. To position the perforations, we only need one reference template. It is best if you mark the lines and save that picture as a separate file that you have named accordingly (e.g. ordernumber_perforation template.jpg)

You can place up to 6 perforation lines for your print products. These have to run parallel to each other. For 1-sided and 2-sided print products up to one perforation can run orthogonal (right-angled), but this one does not have to run completely through the page.

Attention

Be sure not to lay out auxiliary lines that mark the perforation lines but should not be printed themselves. We only require one template on which it is clear where the perforations should be placed.

Hint

Because of the corresponding paper strength, perforations are only possible on papers with grammages of more than 80gsm. Please pay attention to the requirements you select about such products.

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Artwork transfer

Via file-upload: Files can be uploaded through our Upload-Center directly following the order process.

Per E-Mail as attachment to: data@saxoprint.co.uk: When sending artwork by email, please note your job number in the subject line.

Standard artwork check

Our standard artwork check is always included and the following will be checked:

- correct and closed file format of your artwork (PDF, JPG, TIFF, EPS, PS)
- number of sides
- correct size

> **Attention**
>
> We will scale your artwork automatically to the desired size (without bleeding) if the provided size is incorrect (only if possible/proportional). Please note that adjustments to the size, especially when scaling up the artwork (e.g. A6 --> A4) can cause a decrease in the resolution and furthermore no bleeding will be added.

- pre-assembled artwork if you have ordered folded leaflets with more than 4 sides (correct order)
- clear binding if you have ordered brochures
- perforation lines indicated and possible
- artwork provided as greyscale if you have ordered one colour printing (black)
- HKS spot colours have been laid out and named correctly (if spot colours ordered)
- automatic conversion into CMYK if artwork was created in RGB or spot colours

> **Attention**
>
> Please note that the automatic conversion of RGB into CMYK can cause colour differences.

- fonts embedded

Our customer service will contact you immediately by email if your artwork present any of the problems mentioned above. Please note that conversions of size and colour mode will be processed automatically and there will be no information. Furthermore, we will not check if the side sequence of your artwork is correct.

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Superior artwork check

Use our "Superior Artwork Check" if you are uncertain whether your artwork meets all our requirements and if a high quality product can be provided. For a small additional fee, the professional pre-press staff will carry out a review of your artwork files on the basis of the following checklist in addition to the standard artwork check:

• any layers or transparencies in the artwork (PDF files)
• artwork provided in the correct size

Attention

Should your size differ from the one you have ordered our customer service will get in contact with you immediately, although we might be able to scale it.

• bleed of 2 mm
• correct type and position of fold if folded leaflets were ordered (gate fold, letterfold, z-fold, landscape or portrait)
• enough space between letters/graphic elements and the bleed (at least 3 mm)
• correct colour mode in CMYK

Attention

Our customer service will get in contact with you if your artwork files are not created in CMYK. At your express request we can convert your artwork into CMYK, however this may result in colour deviations.

• sufficient image resolution (at least 250 dpi, posters 200 dpi, line art 1,200 dpi)

If your artwork presents any of the problems mentioned above our customer service will contact you immediately by email. Please note that no automatic conversions/adjustments will be made. Please also note that we will not check if the side sequence of your artwork is correct.