WIMBLEDON
BUSINESS STUDIO

ARTWORK GUIDE

CONTENTS

BLEED AND SAFE ZONE GUIDE

HOW MUCH BLEED SHOULD I GIVE?

The Bleed is the area to be trimmed and ensures that no unprinted edges occur in the final trimmed document.

We stick to the industry standard of a 3mm bleed on each edge. The only products we produce that use a different bleed are our large format items such as vinyl banners and foamex boards. These require a 5mm bleed.

| Trim	Bleed
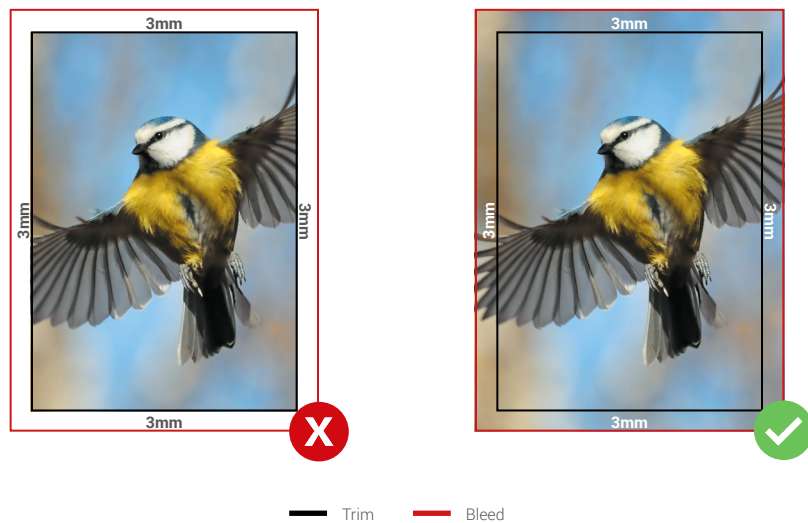
HOW BIG SHOULD MY SAFE ZONE BE?

The safe zone is the area around the edge of the artwork that is not meant to be trimmed, but is at risk of being trimmed during production.

For the vast majority of our products, we stick to a safe zones of 5mm in from the finished edge on each side. There are a couple of products which should include a larger safe zone and they are as follows:

- Perfect Bound Booklets require a 7mm safe zone on each edge
- PVC Banners require a 36mm safe zone on each edge

Trim	Bleed	Safe Zone
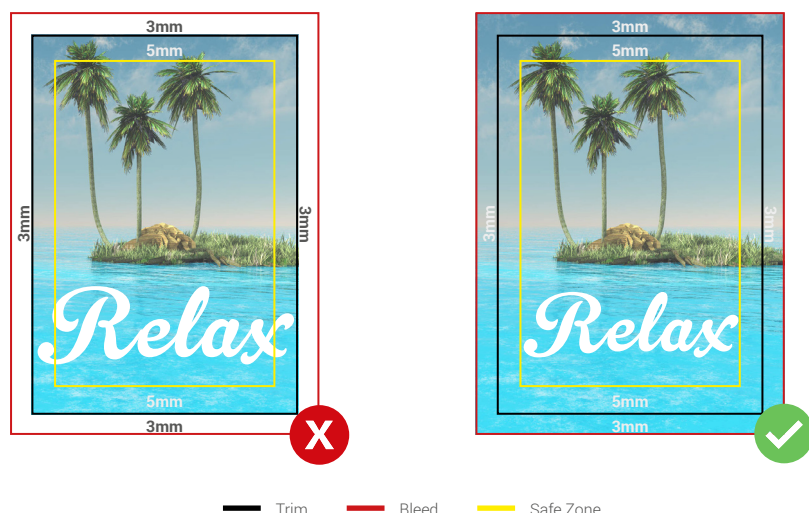
ROLLER BANNER GUIDE

HOW DO I SET UP ROLLER BANNER ARTWORK?

Due to the production methods of our roller banners, we do not require the normal 3mm bleed and crop marks. Instead we require an additional 100mm bleed at the bottom of the banner.

This is the area which feeds into the stand and is not intended to be seen, however by providing this bleed you ensure there will be no white areas showing at the bottom of your banner.

850mm

2000mm

100mm
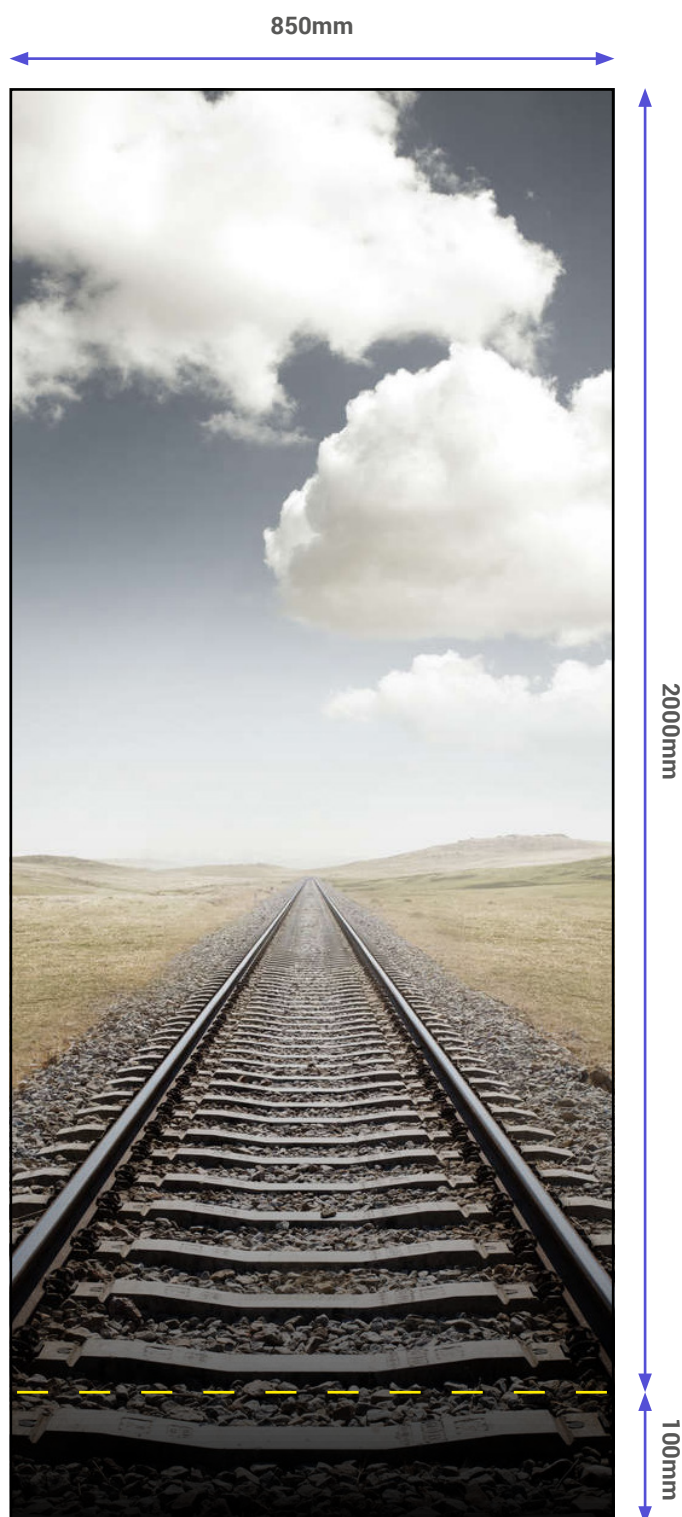
Artwork below the dashed line will not be visible.

COLOUR GUIDE

We don't check documents for colour set-up, and automatically convert all RGB documents into CMYK. This can cause some variations in colour, so we recommend that you set up your design software in CMYK where possible.

The RGB spectrum is much larger than CMYK. This makes it difficult to create a consistent quality of print within an RGB spectrum, as the variations can also differ between different printing presses (even if they are identical models). CMYK ensures a high standard of print quality, and no variation of colour during the print process.

RGB

CMYK

HOW DO I CREATE ARTWORK IN CMYK?

Most major design programmes will allow you to create a canvas in CMYK. Whichever programme you're using, you should be able to find and adjust the following settings:

• Colour Mode: CMYK (sometimes called Process Colours);
• Colour Profile: Forgra 39 (ISO 12647-2:2004);
• Export as PDF/x01a:2001.

Remember to check your proof before submitting for print and use a colour-calibrated computer monitor, if possible.

FONT GUIDE

Use the following methods to ensure that your fonts will not be substituted when sent over to another computer.

HOW DO I CREATE ARTWORK IN CMYK?

If you have the font license for the font you have used in the design file, when converting into a PDF you will be asked if you would like to embed the fonts in the document. Selecting 'yes' packages the fonts with the document information files, so that when opened on another computer it will look exactly the same.

SAVING AS AN IMAGE

You can save a file into a raster format, such as a JPEG, PNG, or TIFF, so that the font becomes part of the image. This means it won't look any different when opened on any other computer but it does mean it is much harder to edit at a later date. This method is ideal for final proofing or sending to print, as every computer will display the same image.

OUTLINE YOUR TEXT

If you are using Adobe InDesign or Illustrator, you will have the ability to 'outline' your text. This will turn your text into a vector shape and ensures that it will not be converted in to another font when you send the file from one computer to another.
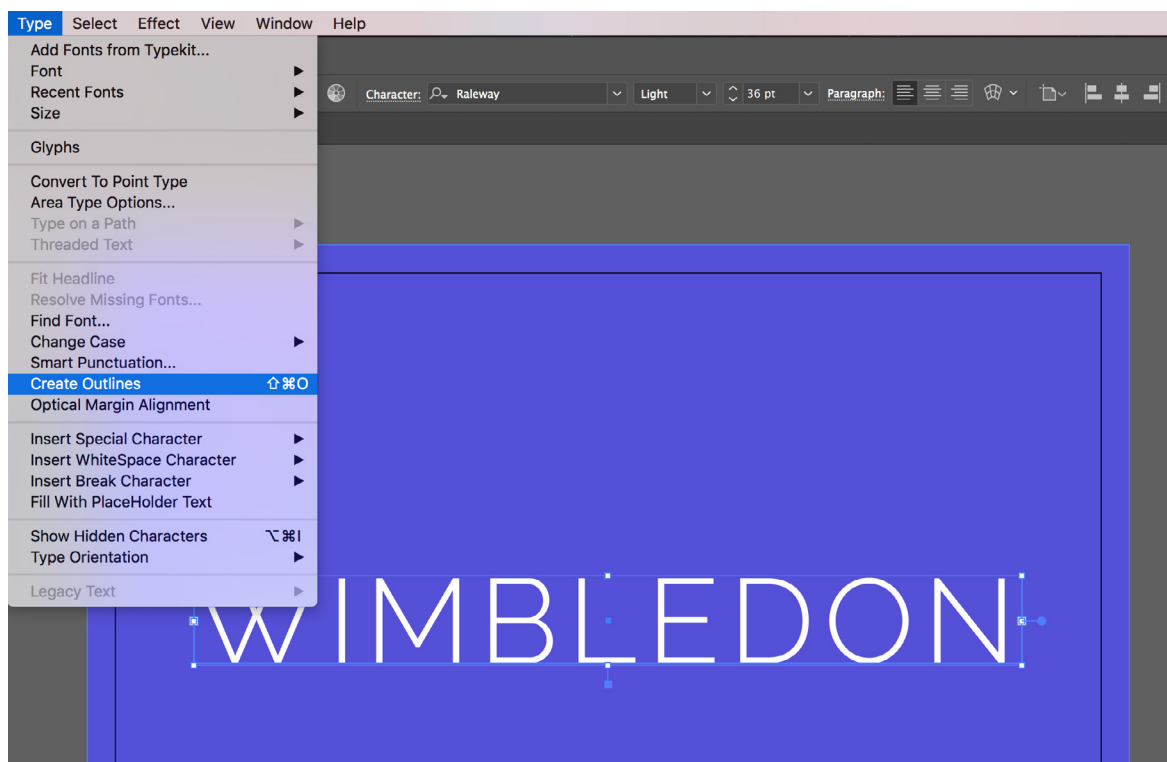
TRANSPARENCY GUIDE

If transparency on a PDF is not set up correctly for print, this can cause problems. For example, without transparency one object on a top layer will be printed without any transparency, blocking any object on lower layers in the document.

HOW DO I AVOID TRANSPARENCY ISSUES?

The best way to avoid transparency problems is to 'flatten' layers within your PDF, so that a commercial printing press can read all layers correctly. You can do this in three different ways:
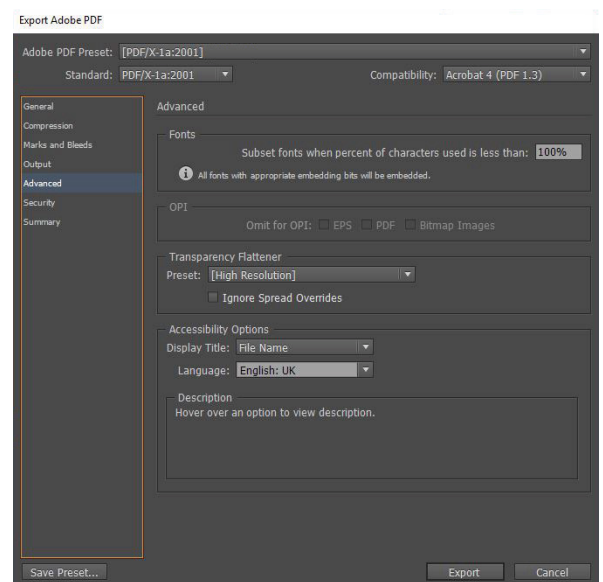
1. Use flattening tools within the design software such as Adobe InDesign or Photoshop;
2. Save in a certified format – PDF/x1a:2001 – to ensure flattening;
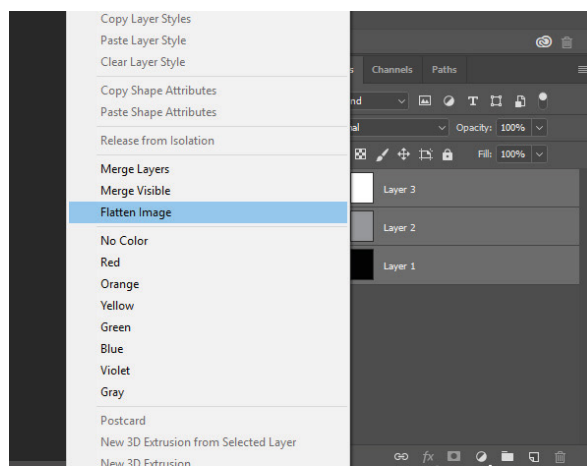3. Save the file into a raster format such as a JPEG or PNG.

ILLUSTRATOR
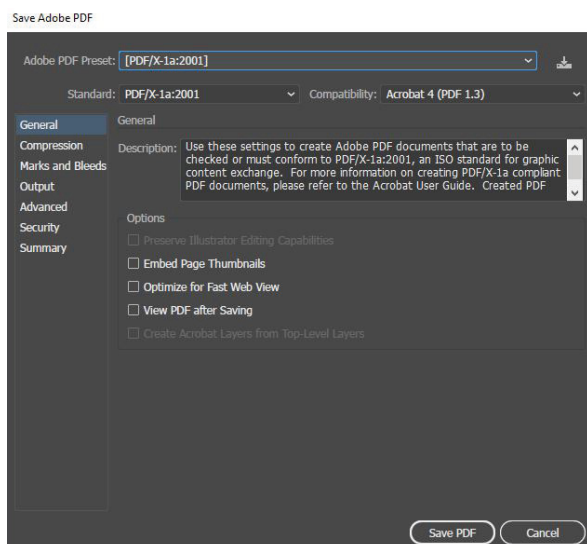
In Illustrator export artwork and make sure 'Preserve Illustrator Editing Capabilities' is unchecked.

INDESIGN

In Indesign make sure to export using the preset - PDF/x1a:2001 – this will ensure flattening.

PHOTOSHOP

In Photoshop select all layers then right click and select 'Flatten Image' this will turn the arwork into one layer.
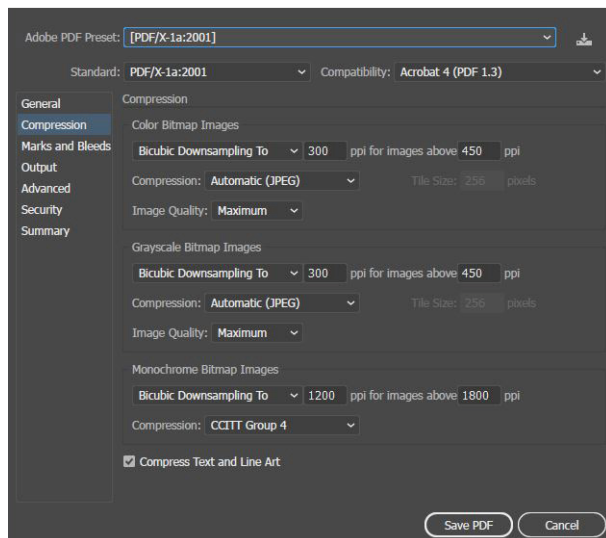
COMPRESSION GUIDE

WHAT FILE TYPES CAN I UPLOAD?

The best file types to send us are PDFs, however we can also accept high resolution JPEGs and Adobe pacakge files from InDesign, Illustrator and Photoshop.

Unfortunately we cannot accept design files from non-Adobe programmes like Quark and Coral. This is because the system we use is unable to even open these files. We also cannot accept files from Microsoft Office programmes, such as PowerPoint, Word and Publisher as these are incompatible with our proofing tool.
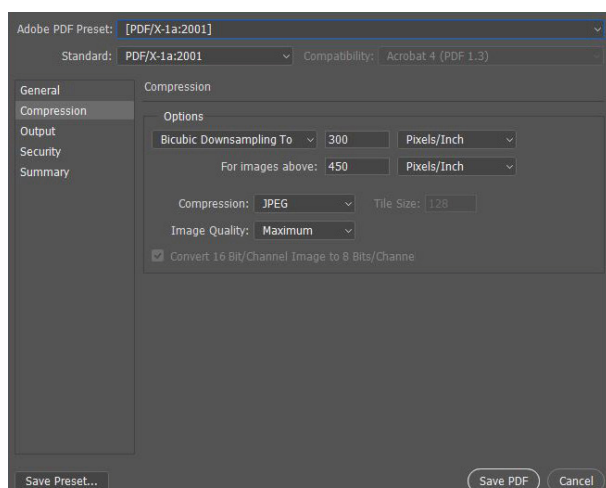
In order to send us your artwork, your file needs to be smaller than 200mb. Follow these step-by-step guides to understand how compress your files using Adobe InDesign, Illustrator, or Photoshop.
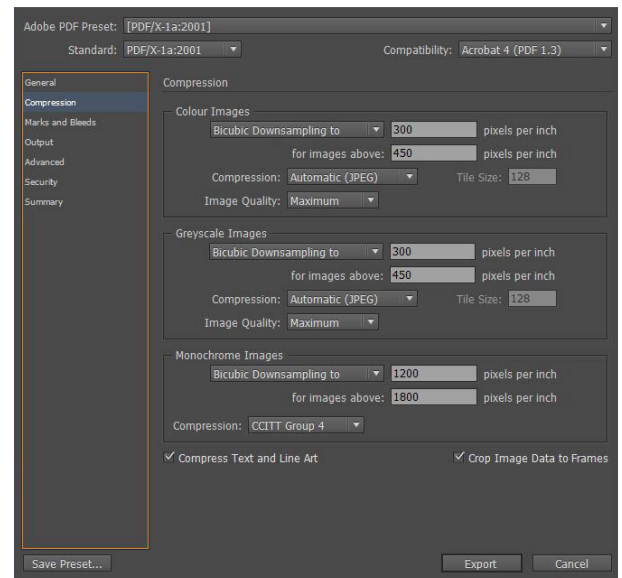
ILLUSTRATOR

• Go to File > Save As.
• Choose PDF as the 'Save As Type' option.
• In the pop-up, select 'Compression' and amend the settings to the above.

INDESIGN

• Go to File > Export.
• Choose PDF (Print) as the 'Save As Type' option.
• In the pop-up, select 'Compression' and amend the settings to the above.

PHOTOSHOP

• Go to File > Save As.
• Choose PDF as the 'Save As Type' option.
• In the pop-up, select 'Compression' and amend the settings to the left.

COMPRESSION GUIDE

If you don't have access to your original design file, you'll have a PDF version which may also need compressing. You can do this using Adobe InDesign by creating a new document and inserting the PDF. You then follow the instructions above to compress the file.

If you don't have access to design software, you can use a website to compress your PDF. We recommend using: https://smallpdf.com/compress-pdf

HOW TO CHECK THE RESOLUTION OF YOUR COMPRESSED FILE

Within your compressed PDF document, you can zoom in to the artwork. This will show the true resolution, even taking into account that your computer screen will have a lower resolution than a commercial printer. The general rule of thumb is to zoom in on your image by 300-400% to gain a good idea of how the image will look when printed.

WHAT IF MY ARTWORK LOOKS PIXELATED WHEN ZOOMED IN?

Try to revisit the steps above and check that your compression settings are the same as in the screenshots. If the original file has pixelated artwork, this will also result in a fuzzy compressed file. Check your original artwork using the zoom in conversion table above to make sure the resolution is suitable before compression.

You can also check the resolution of a JPEG in Photoshop by going to File > Image > Image Size. This shows you the file size and resolution.

WHAT RESOLUTION / DPI DO I NEED TO USE?

You will need to prepare your artwork to certain DPIs depending on which products you are purchasing.

- For standard products/small format, we require 300 DPI
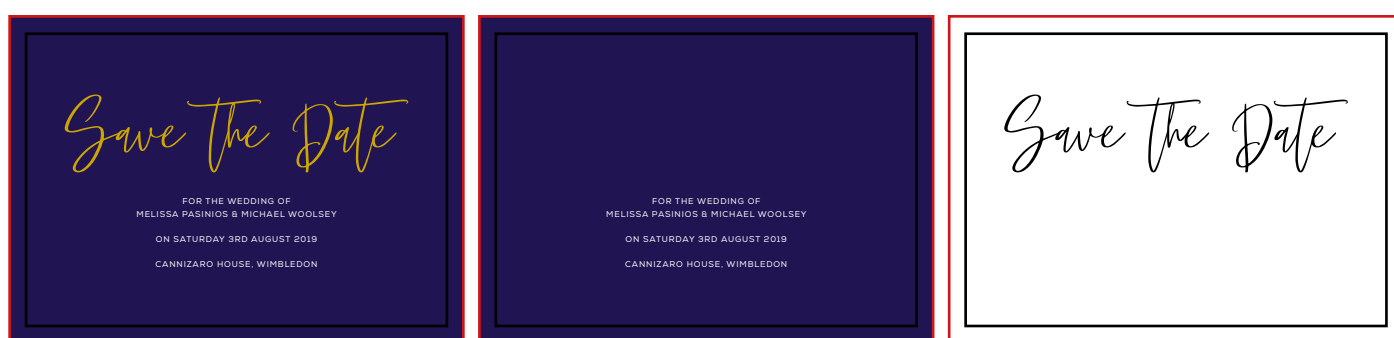- For large format, we require 150 DPI

FINISHING GUIDE

When ordering a print with additional finishing (Spot UV, Foil Blocking or Embossing), we need to know what elements you would like the finishing applied to.

We require 3 files for this:

1. The combined file
2. The CMYK file
3. The finishing file

COMBINED

CMYK

FINISHING

— Trim   — Bleed

HOW DO I SET UP THE COMBINED FILE

This should be your completed artwork, supplied as a PDF with 3mm bleed and trim marks.

It's best if you create a seperate finishing layer and place whatever elements you wish to be finished on this layer.

HOW DO I SET UP THE CMYK FILE

The CMYK file is your artwork without the finishing elements. If you have a finishing layer, you can simply turn this layer off then save your artwork as a PDF with 3mm bleed and trim marks.

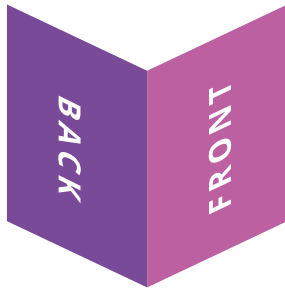## HOW DO I SET UP THE FINISHING FILE

The finishing file should just be the elements you wish to be either spot gloss, foil or embossed. We need these elements in 100% black and saved as a PDF with 3mm bleed and trim marks.

If you're have Spot UV over a printed element, we advise making the Spot UV layer 0.25mm bigger than the original. This is to ensure the layer still covers the print if there are any shifts in production.
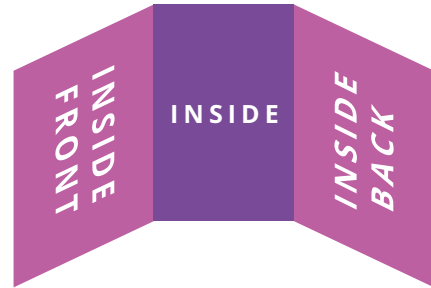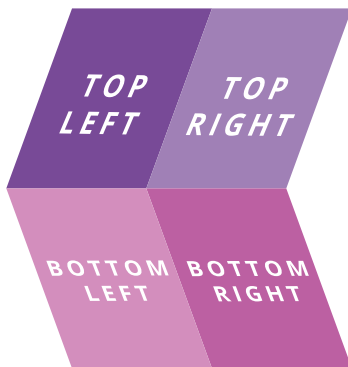
FOLDING GUIDE

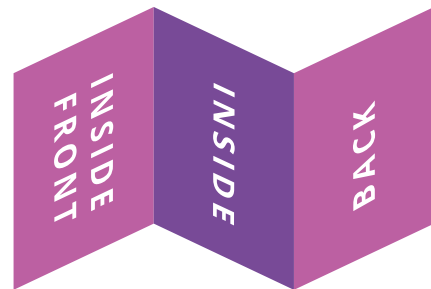These are some of our most popular fold types.

BACK   FRONT

HALF FOLD

INSIDE FRONT   INSIDE   INSIDE BACK

6 PANEL ROLL FOLD

TOP LEFT   TOP RIGHT

BOTTOM LEFT   BOTTOM RIGHT

8 PANEL CROSS FOLD

INSIDE FRONT   INSIDE   BACK

6 PANEL Z FOLD

THINGS TO REMEMBER WITH FOLDED PRODUCTS

• It's best to supply artwork as flat sized spreads

• All panels need to be an equal size (we will adjust c-folds for you!)

• Be conscious of which way round your artwork will be when folded

• Text running over fold lines may become diffi cult to read

• Remove any fold lines or guides before supplying

NEED A HAND?

Please feel free to contact our design team at
design@wimbledonbusiness.studio