

# Offset Printing Guidelines



To ensure your job has the best chance of having a smooth transition through our production areas, we have created guideline to help you prepare and supply your artwork to us.

## File preparation

### Bleed

Artwork must include at least 3mm bleed on all sides.

### Crop marks

Artwork must include crop marks. These should be positioned outside the bleed area.

### Fonts

All fonts must be embedded or converted to outlines.

### Colours

All colour swatches must be in CMYK, plus any spot colours if required. Ensure any RGB colours or unused spot colours have been converted to CMYK.

### Images

Ensure all images are high resolution (300dpi at 100% scale). We recommend that any RGB images are converted to either CMYK or Greyscale.

### Order specifications

Ensure your artwork matches your order specifications such as the document size and page numbers.

## Text-free area

We recommend that borders and text are kept within a margin of at least 5mm between text and the trim area.

## Rich black

For any large area of black ink we recommend a 'Rich Black' to avoid it looking washed out. This can be achieved by creating a colour swatch with 40% Cyan and 100% Black. Or 30% Cyan, 25% Magenta, 25% Yellow and 100% Black for a more neutral black. For black text however, we recommend using 100% Black only.

## Overprints

We recommend that black text over colour is set to 'Overprint' and white text over colour is set to 'Knockout'.

## Dielines

Jobs with dielines should have the cutting shape supplied as a spot colour labelled 'Dieline' and set to 'Overprint'.

## Varnishes

Jobs with varnishes should have the shape supplied as a spot colour labelled with the type of varnish required such as 'Gloss Varnish', 'Matt Varnish' or 'Spot UV' and set to 'Overprint'.

## Supplying files

### Accepted file format

Press ready PDF

### PDFs

The PDF file you supply to us must adhere to these guidelines to avoid delays in your job and to ensure it has the best chance of being completed efficiently, within budget and to the highest quality.

Please ensure that they are supplied as single page PDFs and not set up in spreads (with the exception of covers, concertina/roll-fold and 4pp documents).

BPO Intelligence does not correct, modify or proofread artwork unless instructed. All files are printed as supplied to us.

### Alterations

If alterations are required you will be asked to supply us with an updated PDF file. Alternatively, our experienced team of designers can make the amendments for you at \$120 per hour (1 hour minimum).

### Packaged files

If requested to supply packaged files, we accept artwork created in the Adobe Creative Suite: InDesign, Illustrator and Photoshop. Files must be preflighted and packaged correctly to ensure all fonts and links are preserved.

### Colour matching

If colour is of concern, please supply a hard copy for matching as well as specifying any PMS colours.

### File delivery

There are several ways to deliver your files to us including email, flash or hard drive, dedicated FTP or online platforms such as WeTransfer, Hightail and Dropbox.