

Formatting Files For Submission

Creating a PDF

Supported files

We only accept print-ready PDF files up to the maximum limit of 500MB per file. Any files that are over 500MB will need to be compressed.

You can use these free compression tools:

smallpdf.com

ilovepdf.com.

Compressing the file size should not decrease the quality of your PDF if it has been formatted using high-quality content.

Creating a PDF

When creating PDFs to submit for print, be sure to use a recognised PDF maker, such as Acrobat. Using a design program's standard "Export to PDF" option may result in your job being rejected, so be sure to always save it as a *high quality* or *print quality* PDF. If using Acrobat Distiller, choose PDF/X-3 2002 from the drop-down list. When creating your PD, ensure all of your fonts are embedded.

You should always view your PDF with the "Output Preview" option and open it before submitting it for print - this gives the most accurate representation of how the file will look once printed and may flag up errors that aren't visible without the "Output Preview" open.

If you are having trouble creating a PDF, smallpdf.com provides online tools to solve common problems.



How to set up artwork ready for print



Images

The resolution of the image should be 300dpi or higher to ensure crisp high-quality images once printed.

Fonts

Ensure all fonts used in your artwork are embedded within the file or converted to outlines.

BRU
restaurant

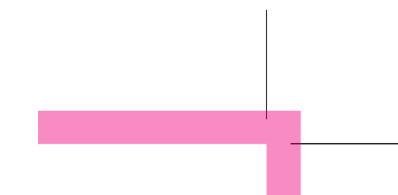
CMYK

Colour Mode

The colour of the document should be set to CMYK - any artwork submitted as RGB will be converted.

Bleed

You should export your artwork with a 3mm bleed to ensure no white marks appear on the final product.



Crop Marks

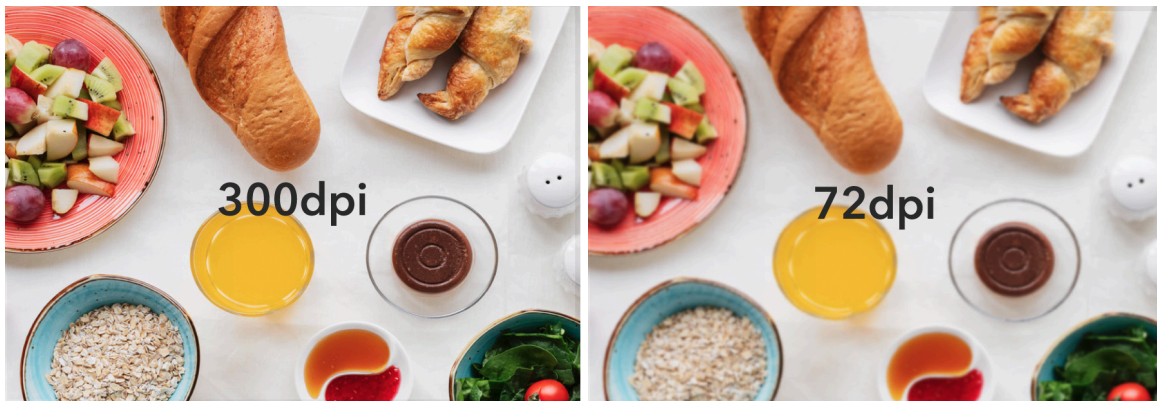
Artwork should be exported with crop marks shown/ticked. This will indicate where to trim artwork to the finished size.

File preparation: Images and Fonts

Images

Try to ensure all images in your design file are high-res, the standard for which we recommend is 300dpi (dots per inch). The lower the dpi the worse your image(s) will look when printed, so please bear this in mind when scanning, manipulating or sourcing images for your job.

We highly recommend images to be CMYK*, any RGB* images will be converted to CMYK in our workflow which may result in small colour shift.



CMYK - This acronym stands for Cyan, Magenta, Yellow and Key (Black). This is the colour mode used in the printing process, using dots of ink for colours to make up images.

RGB - This acronym stands for Red, Green and Blue. This is the colour mode used for website images and text that remain on screens.

Sourcing Images

Always try and use professional imagery or stock photos. Images & logos saved from websites are most likely to be between 72-96 dpi and are therefore unsuitable for print. Anything supplied above 450 dpi will be downsampled to 300 dpi in our workflow.

NOTE: Low-quality images under 100dpi will not only downgrade your designs but also automatically get rejected.

Fonts

Within your artwork designs, we recommend a minimum font size of 5pt (point size). Set the text colour to 100% black if the font size is between 5pt to 7pt. All fonts should be embedded when exporting your PDF. This will allow all font information to be stored inside the pdf file and look as intended, no matter what computer the file is opened in.

Please ensure that all of the fonts used in your design file are included with your job, or converted to curves/paths/outlines prior to submission.

