Technical Print Guide

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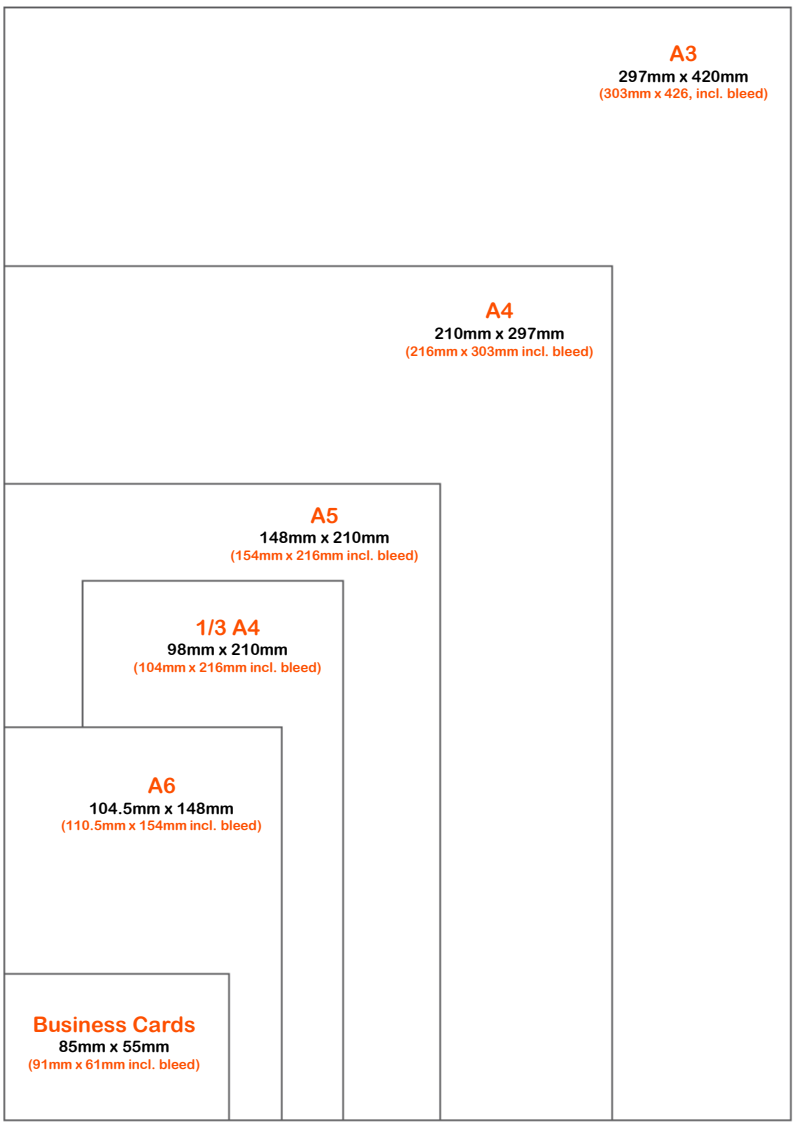
Sizes



Other Sizes:

A2 594mm x 420mm (800mm x 426mm incl. bleed)
A1 840mm x 594mm (846mm x 600mm incl. bleed)

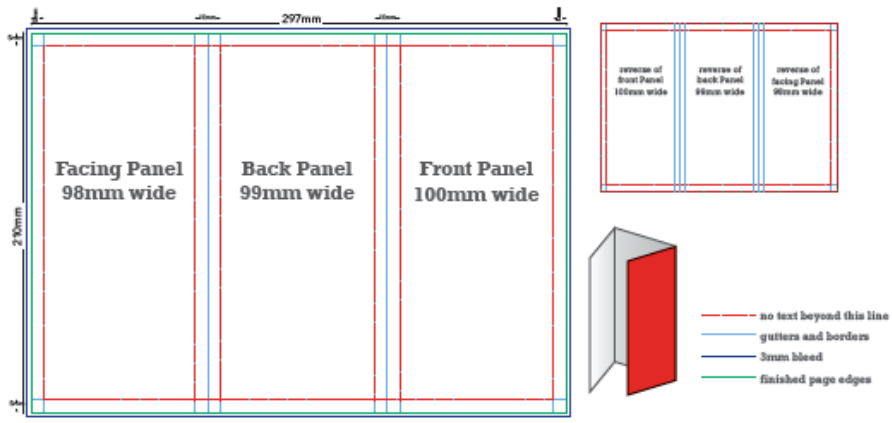
PLEASE NOTE: Sizes shown above are for information only. For leafletdrop sizes please visit https://leafletdrop.co.uk/print-distribution or speak to your account manager for alternative sizes.

Folded Leaflets

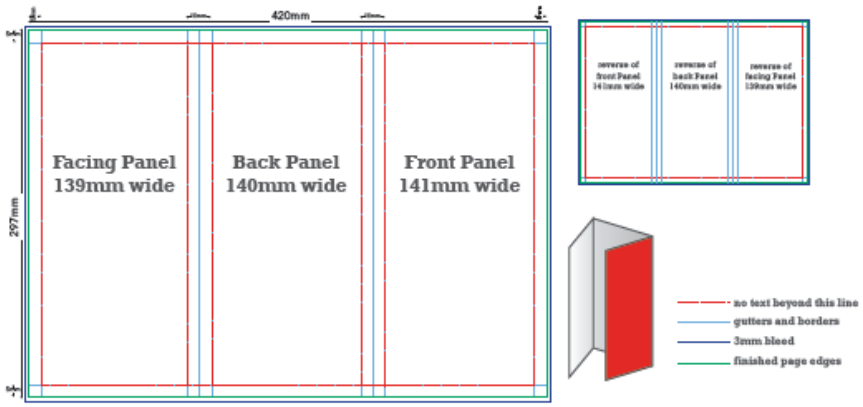
Trifolds

- A little more set up time is required when designing a Tri-fold leaflet. Below is a template showing the basic setup of the panels in your document

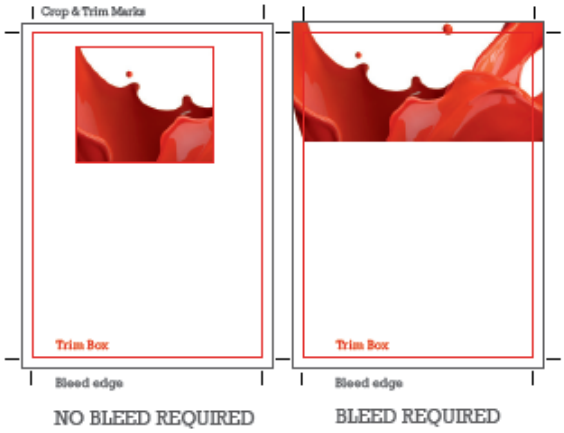
A4

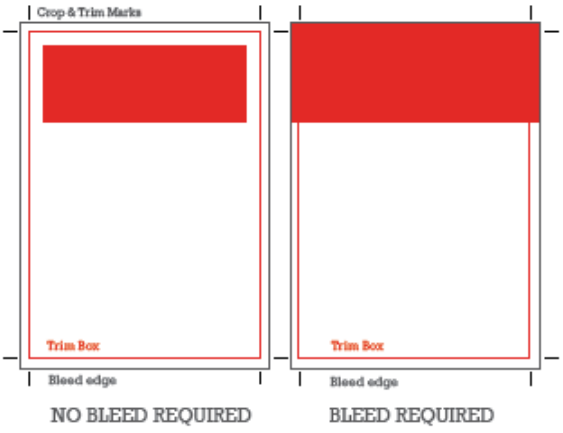


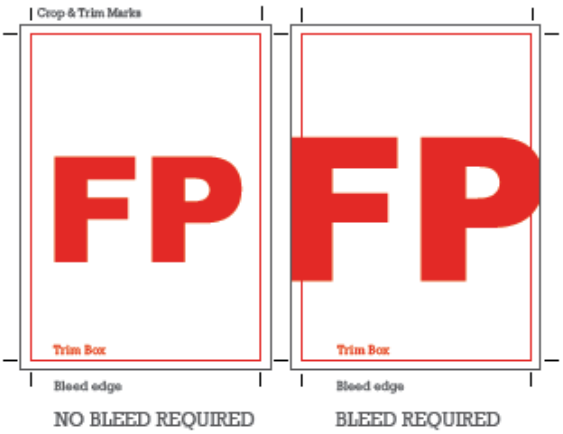
A3



Bleed and Crop Marks







Bleed

Ensure all jobs have 3mm bleed if required. To determine if bleed is required please see diagrams on this page.

Bleed is required when images, colour or text go right to the edge of your page. To create a bleed simply extend your image(s), colour(s) or text 3mm over the edge of the page.

Crop Marks and Trim Box

Please always make your PDF with crop marks. These should be software-generated and added at the PDF-making stage (by ticking the 'Crop Marks' option).

Please also try to ensure your PDF has a trimbox. This can be checked by going to Preferences, Page Display, Page Content and Information, then ticking 'Show Art Trim and Bleed Boxes'. The trimbox will show up as a green line (or may show up as red if the artbox is in the same position as the trimbox). If your PDF does not have a trimbox, this can be set by selecting the Crop tool, double-clicking on the PDF, then under Crop Margins change 'Crop Box' to 'Trim Box' then set the correct values. If your trimbox should be 3mm in from the PDF page edges for example, then set Top, Bottom, Left and Right Values as 3mm.

Colours

Spot Colours

Ensure all colours in spot colour jobs are assigned Pantone colours (or are ‘Black’).

Spot to process colour conversions

When Pantone colours are converted to CMYK for full colour printing a change in colour is inevitable, it is impossible to exactly replicate spot colours using CMYK inks. Similarly, with RGB images, when they are converted to CMYK, there is a colour shift. Allow for this colour shift when designing your job, or convert the spot colour to CMYK.

RGB colours

Do not use RGB colour in full colour jobs as the resulting colour may not be as expected once converted to CMYK for print.

RGB Black

Please note if you use RGB black (R 0 G 0 B 0) as a vector fill colour this will be automatically converted to CMYK black (100%k) by our workflow. Please also avoid having vector RGB black joining bitmap RGB black in your design as the join will be extremely noticeable once the conversion has taken place.

Black

Ensure all black text and fills have the colour value C0 M0 Y0 K100. Try to keep text below 12pt in black whenever possible, as small coloured text may not look as sharp once printed. Large solid areas of black can be ‘beefed up’ with the addition of 60% Cyan (C60 M0 Y0 K100) resulting in a deeper looking black known as ‘rich black’.

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Colours

Vector/Bitmap Colours

Areas of colour which have vector fills will appear different to areas of colour which have bitmap fills once printed even when the colour values are identical. This means that a ‘join’ will be visible where vector colour meets bitmap colour. This will be more pronounced if RGB colour has been used after the conversion to CMYK has taken place.

The solution is to extend your bitmap colour out in a bitmap package (such as Photoshop) avoiding the joining of vector and bitmap colour completely.

Overprint Colours

If you accidentally set a fill or line to overprint, the final printed job will NOT look as it does in your design file, since all inks are transparent.

(Top Tip: Once you have created your PDF for printing (see page 12) view it In Acrobat Professional and go to the drop down menu Advanced/Print Production and activate Overprint Preview. In this view you will be able to see if you have inadvertently left any Overprints on your job. Try it with this Technical Guide PDF. Overprints are also identifiable by printing separations.)

Fountain Fills & Transparencies

Do not use fountain fills in spot colour jobs as this may cause unexpected results in your final print. Fountain fills in full colour jobs are fine.

If you have a spot colour job containing a fountain fill you can supply us the original design files under our File Assist service and we will convert your artwork to a printable format.

Do not use transparencies in Microsoft Word or Publisher as this may cause unexpected results in your final print. Please flatten any transparencies in Adobe Illustrator or Indesign prior to submitting your file.

If transparencies are present, please ensure that you do not use multi-layer transparencies (two or more transparencies sitting on top of one another) as this may cause problems when your file is processed through our PDF workflow, and may not give the desired end result.

Do not use transparencies in any document which contains spot colours. The flattening of transparencies and the conversion of spot colours to CMYK occur during the same process, and this simultaneous double-conversion can often be too complex for our software to give an accurate end result.

Colours

Ink Coverage

Try not to exceed 300% ink coverage in any of your chosen colours in your design file (work out the total percentage by adding the C, M, Y and K values together).

High ink coverage takes longer to dry and may result in set-off (colour from one side of your job getting transferred onto the other side of your job leaving a mark) and a delay to your job.

Artwork Elements

Images

Try to ensure all images in your design file are high-res, the standard for which 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.

PLEASE NOTE: Images and logos saved from websites are most likely to be between 72-96dpi and are therefore unsuitable for print. Anything over 450dpi will usually be downsized to 300dpi.

Fonts

Your minimum font size should be 5pt. Please use 100% black if text is between 5 to 7pt

PDF – ensure you embed all fonts when making your PDF.

Artwork Elements

Adding text on top of a PDF

Please do not add text on top of a PDF using the Adobe Acrobat Typewriter tool, as this will mean it isn't embedded in the PDF and will not be included in the job when sent to print.

It will have, in effect, been added on top as a 'note'.

This text tool must never be used on PDF's supplied for litho-printing as it doesn't flag up the same way an actual unembedded font would therefore may not be detected.

Artwork Elements

Quiet Border

A “Quiet Border”, (i.e. an area where no text or logos should be present), of at least 5mm from the trimmed edge of your artwork should be observed. This will avoid any part of your design appearing too close to the edge of the page and will give your job a more professional appearance.

For A5 - A4 booklets we recommend 10mm quiet border for a much better finish.

Hairlines

Hairlines are ‘device dependent’.

Because hairlines are device dependent they could print differently on different printers. Often they may look fine on your 300dpi laser printer but will disappear on our 2400dpi press. Therefore avoid hairline text and lines - use 0.25pt.

Spelling / Text content

When you supply your files for print a printer will not check spelling, or check that addresses and phone numbers are correct. It is the customer’s responsibility to ensure that all text content within the file(s) is correct.

QR Codes and Barcodes

Whilst printers are happy to print QR codes and barcodes they take no responsibility for them, it is the customer’s responsibility to ensure that they will work once printed.

PLEASE NOTE: If you supply a job without a bleed, it will be enlarged to create a bleed which, will in turn enlarge any QR codes present on the artwork.

Permissions

Please ensure you have permission when using copyrighted material in your design e.g. bank notes, cartoon characters, maps, and other companys’ logos or trademarks.

Preparing your files

Accepted file formats:

PDF Creation

- When creating your PDF to submit for print please use a recognised PDF-maker such as Acrobat Distiller to make your PDF. Using a design package's own PDF maker may result in your job being rejected.
- Always save as a High Quality or Print Quality PDF.
- If using Acrobat Distiller then choose PDF/X-1a:2001 from the drop-down list.
- When creating your PDF please embed all fonts.
- If your job has a bleed please ensure, you choose a large enough PDF page size to accommodate the bleed
- i.e. if you design an A6 flyer with a bleed, make your PDF page size A5.
- Create your PDF with crop marks if possible.
- Please always view your PDF with Output Preview open before submitting it for print as this gives the most accurate representation of how the file will look once printed, and may flag up errors that aren't visible without Output Preview open.

Preparing your files

Supplying folded work

- Please supply folded work as a double-sided 2-page file (or 2 single files with the file which is to be the outside of the leaflet clearly named), not a 3-page or 4-page file.

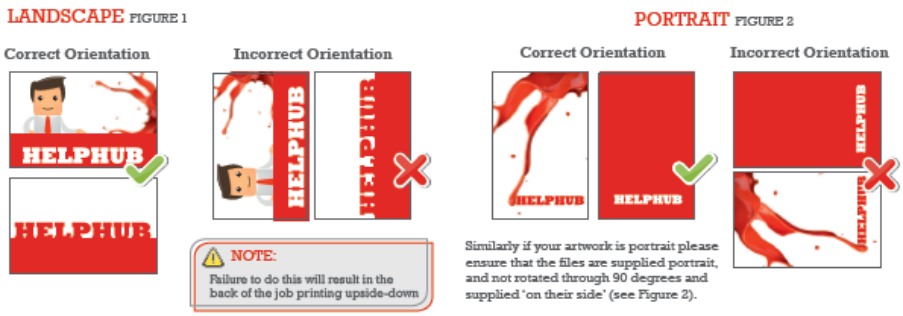
Prepare your own Mock Up

- If your job is to be folded, we recommend printing it out and make a folded mock up to check that it backs up properly, and that each section is orientated properly.

Orientation

Please ensure that the files you supply are orientated correctly

- If your artwork is landscape please ensure that the files are supplied landscape, and not rotated through 90 degrees and supplied ‘on their end’.



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Preparing your files

Landscape fold

- When supplying artwork with a landscape fold (figure 3 & 4), it is important that the front and back page are supplied as one page with the front orientation correct and the 2 inside pages suppled and as one and rotated 180 degrees so the inside text is at the top and reading upside down.

Colour Variation

Due to the complexities involved in printing there are a number of other factors to consider as these will affect the finished look of your job

On Screen Colour

Please note that the colour of your file(s) on-screen is not a 100% accurate representation of how the colours will look on your final printed job, it is merely an indication of the colours.

The colours on your monitor are made up of red, green and blue light, the colours on your printed job are made up of cyan, magenta, yellow and black ink, so it is not possible that they will exactly match.

When designing a job please ensure all colours are chosen from a Process/Solid to Process Pantone book as this is the only way to achieve a predictable result once printed.

If your colours are not referenced from a Pantone Book but instead are a CMYK mix then we cannot predict how they will look when printed, we will simply print your file in spec and as supplied.

Colour Banding

Please try to avoid using large areas of solid colour in your designs that consist of only Cyan, Yellow, Magenta or Black as this can be prone to banding. Please try to use fills which consist of two or more of the aforementioned colours.

Colour Variation

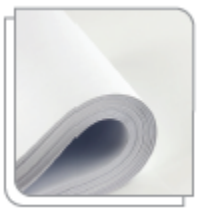
Paper Stocks

The type/colour of paper you chose for your job may affect the final printed colour of the job itself, as all inks are transparent.

There will be a visible difference in colour between a job printed on coated paper and one printed on uncoated.

Gloss and matt lamination will have a noticeable effect on the appearance of your printed colour, so please bear this in mind when you are designing your job.

If you have a printout of your job which has been produced on an ink jet or laser printer, please note that the colours may appear different to the colours on your final lithoprinted job. Refer to process Pantone Book for accurate preview of colour.



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Colour Variation

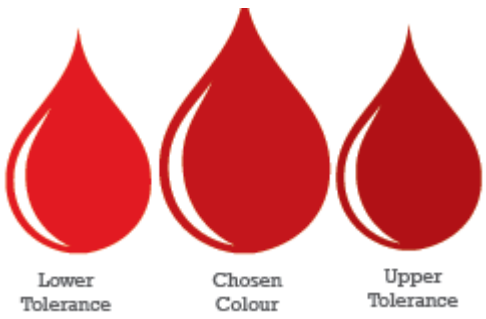
Ink Tolerance

Due to the ink tolerances involved in the four colour printing process, slight variance in finished printed colour is inevitable.

This means that although your job will be printed within tolerance, and to ISO standards, the finished colour may turn out to be slightly different to how you anticipated it, and may not be an exact match to your original colour in your design file.

On jobs with multiple setups (especially booklets) there may be a variance in colour within the job itself, but this variance will be slight (if at all) and always within tolerance.

Subsequent reprints may differ in colour slightly from previous print run(s), but this is perfectly normal and again will always be within tolerance.



Get in touch

Should you require any further assistance or simply have more questions on your design please do not hesitate to get in touch with us:

leafletdrop@whistl.co.uk

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