



**Cliff Lewis Printing**

## Preparing your files for print

We ask that all files supplied to CLP are ready for print production.

Here is a quick guide about setting up your files ready for the printing process. From trim marks to file formats, everything you need to know should be here. However, if you are new to print, then please call us on **02 9525 6588** and we will gladly help you through the process.

### TO BEGIN WITH

**Trim:** Always include trim marks (trim area is the final size of your print job).

**Bleed (external):** We require 3mm of external bleed on all files (5mm on all booklets) Your job is printed on a larger sheet than its finished size and then trimmed to size. External bleed is the area of image, text or graphics meeting up at the trim edge, this needs to extend past your trim area and allow for a small amount of movement that may occur when your work is being cut to size.

**Bleed (internal):** We require 3mm of internal bleed on all files (5mm on all booklets) – that means you need to keep all your important information away from this area.

### CREATING YOUR FILE

We require all files to be supplied as pdf files. If your job is single sided then you simply supply a one-page pdf. If your job has two pages i.e.: a front and a back then we need a two-page pdf file, the first page of your pdf will be the front page and the second the back page. If you have a job with multiple kinds then you simply supply one two-page pdf for each kind.

Please note that files supplied as: multiple files on a single page, a common back with multiple fronts or vice-versa, separate files, or EPS or JPEG files, will all have to be manually corrected by our operators. This may incur a nominal charge and may slow the turnaround time.

### NAMING YOUR FILES

Clear and concise naming will ensure a smooth print process. So to begin with make your file name descriptive, but keep it short and sweet for example: Nespresso is sending us a file for a new coffee menu. The file is named "Nespresso\_Coffee Menu". Please do not use any punctuation marks, with the exception of underscores, and make sure your Company name and Product Title is in the file name separated by an underscore.

### SUPPLY IN CMYK MODE

You will have more control over the final appearance of your print job if you convert all of your images from RGB to CMYK before sending them to us.

## **BEST RESOLUTION?**

Resolution is the number of pixels within an image. The higher the resolution, the better the picture, however if you have too high a resolution it is not utilised and makes your files too large. We suggest making your artwork at 300dpi when it's at full size.

Resolution has an inverse relationship with size – if you enlarge an image you lower its resolution and conversely, if you reduce an image you increase its resolution. How an image is originally attained will determine its resolution and what size it can be printed at in order to be clear and crisp.

## **INK COVERAGE**

The maximum ink coverage possible in our printing process is 400% (100% solid of each colour CMYK) - however, if we were to print a file with this amount of ink coverage, the ink would never dry!

That is why we recommend the maximum coverage is 300% for coated stocks and 260% for uncoated stocks. This means the colours that you use should contain less than a total of 300% (or 260%) when you add together cyan, magenta, yellow and black.

Here's a trick: If you are looking for a deep, rich black, the best combination is 100% K and 40% C – we love this stuff! Please note: this is for areas 30mm square or larger, excluding text.

## **FILE FORMAT**

Our preferred file format is print ready PDF files created from a postscript file using Adobe Distiller.

We accept all industry standard programs from the Adobe Creative Suite.

We do also accept other programs such as Microsoft word, powerpoint ect., however this will require our operators to complete a manual conversion and may incur a nominal charge.

## **ALWAYS OUTLINE OR EMBED YOUR FONTS**

Outlining or embedding the fonts that you use in your files means we can print them even if we don't have those particular fonts installed on our computers and they will look exactly the way you want them to.

Remember you must have a license to embed certain fonts, please don't send fonts on a disc with your print job – it is not legal.

## **SPOT COLOURS**

If your job is cmyk please remember to remove unwanted spot colours or convert them to cmyk process.

## **TEHNICAL SUPPORT**

We hope this section has proved useful in helping you prepare your files, however, if you are still needing more information or have a specific questions, then please feel free to contact **Art Director - Louise Fraenkel** or **Pre-Press Manager - Geoff Clarke**.