



If you want your images or colour to go to the edges of your stationery we need a **'bleed' area**.

To set up your stationery properly the background has to extend out beyond the area that we are going to trim, this will avoid seeing unsightly white strips on the edge of your finished product.

- White area is the stock
- Grey indicates the 2-3mm Bleed area
- Red lines indicate where the design will be trimmed



Crop or Trim marks are the guides that help us determine where your stationery needs to be cut. They also give us an indication of whether you have provided bleed and whether you have set your text far enough away from the trimming edge.

Some products don't need crop/trim marks - for example digital business cards, presentation folders and shaped magnets.

When using bleed you need to open and check your PDF file to ensure your trim marks are positioned correctly.



When using automatic trim marks only select 'Trim marks' we don't need 'All Printers Marks' which include swatches and registration marks. Offset your marks by 3mm

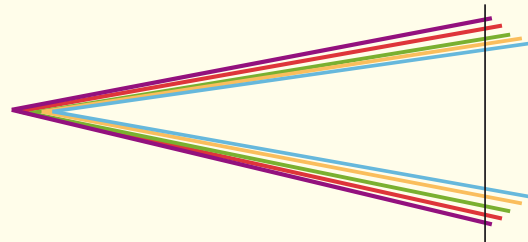
Understanding Creep

Creep refers to the moving or shift that happens to the margins in the document when pages are folded during the finishing process of a booklet.

The amount of creep will vary depending on the thickness of the paper used and the number of pages in the booklet. The thicker the booklet the more the pages will be pushed out.

Although pre-press software adjusts the pages to compensate for this creeping it still occurs and has to be taken into consideration when designing a booklet.

Don't use images that spread across two pages, arcs and swirls may have problems lining up on adjacent pages and don't use borders as this will emphasise the problem. You may need to use progressive margins for larger booklets.



The pages of your booklet will 'creep' out past the cover once it is stapled together, we then trim this excess off to give a professional finish - allow for this in your design

Remember - the number of pages for all booklets has to be divisible by four

When is black not black? - next page



The problem with black...

Text should be 100% black (K) -

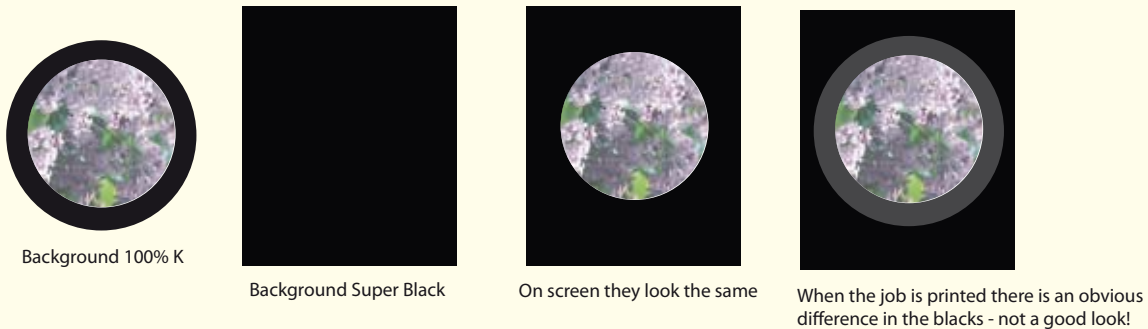
Using process black, rich black or super black can create problems with misregistration making the text look slightly blurred. Sometimes you can see a pink, yellow or blue shadow creeping out from the text.

This can be a problem when converting Microsoft documents, like Word, into a cmyk format - sometimes the black text changes to process black making the text look thick or fuzzy.

Black can also look dull on uncoated stocks like letterhead or recycled board as the paper absorbs the ink. Wording that is reversed out can also fill in and be illegible (light fonts are a definite no-no). Keep text above 8pt.

The problem with using 100% black for larger areas of background colour is that it can look washed out and more grey than black. We prefer to use **Super black (60c/50m/50y/100k)** as it gives good coverage and a good solid black.

Sometimes you might have a background behind a photograph that has been created in a program like Photoshop - you then take it into your document and place it on another black background - all looks good on screen - but disaster happens when it gets printed - there is an obvious colour discrepancy. This can be avoided by using the 'eyedropper' tool on the photo background, recording the cmyk % values and matching it in the swatch panel of the document you are working in. This principle applies when working with any background colour.



When using Super Black remember that the higher the percentage of ink coverage the longer the drying time and on some jobs this can slow down production times. Always keep in mind the total ink coverage of your document.

Things to consider in design...

Watermarks - anything less than 10% may not print - if they're too heavy it can make the text hard to read.

Gradients - use sparingly - they are notorious for showing 'banding' especially on darker colours

Borders - avoid on business cards and booklets - there is always movement in printing and even a small shift can spoil the look of your job

White text or objects - make sure the 'overprint' setting is turned off - otherwise these elements will disappear when printed

Multiple folds - allowance has to be made for the paper to fold in on itself otherwise it will buckle and crease - see business stationery help sheet for example of how to set up a DL roll fold leaflet

Linked images - don't forget to include them! When creating a pdf OPEN it and check the links have embedded and that you're not seeing a jagged preview image.

Reverse text - light fonts don't work in reverse unless using a very large point size. Roman fonts like Times are likely to lose their fine lines when the point size is small. Generally, for most fonts anything less than 8pt is likely to fill in.

Colour - colour variation is inherent in printing and you can't expect to perfectly match your chosen colour - there is always an upper and lower tolerance level, meaning the colour could be a little lighter or darker - if you are designing for a client you need to make them aware of this. What you see on screen is not what you are going to get.

All design content is the responsibility of the author (you) so it's very important to check the files before sending them to us.

Open pdfs and make sure every page is what you are expecting. Booklets need to start with the front cover not the back cover.

Check fonts are embedded. (Menu - File - Properties - Fonts)

View your images on screen @ 200-300% - if they look fuzzy or jagged that's how they will print.