PRINTEX

DESIGN MANUAL

Got Questions ? artwork@printex.co.za

QUICK CHECKLIST

IS YOUR ARTWORK READY FOR PRINT?

Review our quick checklist below to ensure your artwork is ready for print.

We have free templates available for download to further assist you when designing your artwork. These can be downloaded from our home page or in each respective product.

- ☐ Ensure all fonts are included
- ☐ Text is legible and images are crisp
- ☐ Page layout is correct (Single/Double sided)
- ☐ Ensure artwork includes bleed
- ☐ Artwork matches the specified dimensions
- ☐ Ensure image resolution is sufficient (at least 300dpi)
- ☐ Colours are in CMYK mode

FONTS

*pt size relevant to A6 size.

To avoid issues of spacing and fonts jumping, please ensure all fonts used in your print ready artwork have been converted to Curves or are embedded in your artwork.

There may be times that we don't have the font used available and this is when these problems may occur.

We recommend using fonts no smaller than 7pt.

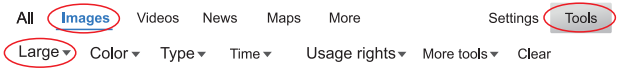
Should we find your font size smaller than recommended, you will be notified via email.

RESOLUTION

Resolution is the quality that you have supplied your image in.

In order to ensure image resolution is sufficient we recommend using at least 300dpi (actual document size)

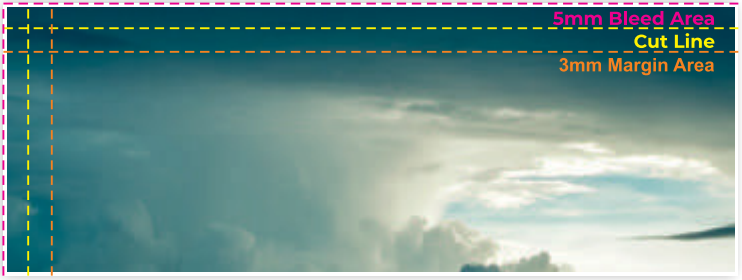
When searching for high resolution images on the internet do the following:



We recommend setting text, lines and symbols in vector format*

*The technical definition of vector graphics is complicated! In a nutshell, vector files (encapsulated postscript) define a graphic by using mathematical algorithms, which allow the image to be scaled or modified without loss of image quality or resolution. When your artwork or logo is in a vectored format (either .ai or .eps), it allows you to increase or decrease the size of the graphic without compromising the integrity of the original image. The end result is a crisp, clear, and readable image no matter what the final output or size!

WHAT IS BLEED?



Bleed is background colours and/or images that should extend 5mm beyond the cut line. In other words, the bleed is the area to be trimmed off. After trimming, the bleed ensures that no unwanted white edges occur in the final trimmed document.

All artworks require 5mm bleed.

A 3mm margin from the edge of the document is also required to avoid any text or images from being cut off, this is called the safe area.

Note that the area between the cut line and the bleed line will not be visible on your final printed product.

To assist you with setting up your print ready artwork, download our free templates from our home page or from the respective product you are creating.

COLOUR MODE

There are various types of colour modes.

We require all print ready artwork to be supplied in CMYK colour mode.

Should your print ready artwork have any colour modes not supported, you will be notified via email.

With your consent, we are able to convert other colour modes to CMYK however it is important to note that the colour may differ to what you have supplied.

VECTOR ARTWORK

Vector artwork is made up of paths and is in an open, editable format. Working with vectors allows us to manipulate the artwork, as required, for branding purposes i.e. we can change colours, stretch or scale the artwork infinitely and make changes as requested. Without vectors we would be unable to make these changes.

Certain branding processes like Pad Printing, Screen Printing, Debossing and Laser Engraving, require vector artwork and we cannot brand without it.

Vector artwork can be created in a number of different applications. Below are a few of the applications which can create vector artwork. **Please note: placing non-vector artwork, for example a jpeg or other image file, into one of these applications does not make it a vector and we wont be able to use it.**

Vector Formats

Coral Draw (.cdr) | Adobe Illustrator (.ai) | EPS (.eps) | Free hand (.fh) | PDF (.pdf)

Vector artwork is essential for Pad Printing, Screen Printing, Debossing and Laser Engraving.

Nom-Vector Artwork

Non-vector (raster) artwork is made up of pixels, each a different color and arranged to display an image. Pixels do not retain their appearance as size increases. For this reason, when you enlarge a photograph or image it becomes blurry.

Non-vector artwork cannot be manipulated or changed in any way, essentially it is locked. Most non-vector images are jpeg's although many different formats are available.

With this type of artwork, we can only change the size of the entire artwork (to a certain degree) but cannot change specific elements within the artwork. For example, if we are supplied with the artwork below and asked to change the colour of the green button, we would not be able to do so.

Jpeg's can be used for all Digital Branding and Embroidery although it must be a high resolution jpeg. If any changes need to be made to the artwork before branding commences, a vector version of the artwork will be requested. Alternatively, we will need new, amended artwork to be supplied.
The below are examples of non-vector file formats:

Non-Vector

JPEG (.jpg)

GIF (.gif)

PNG (.png)

Microsoft Word (.docx)

Microsoft PowerPoint (.ppt)

Adobe Photoshop (.psd)

Non-Vector artwork can be used In all Digital Processes and Embroidery.

PDF:

A PDF is one of the most common file formats that you will have access to.

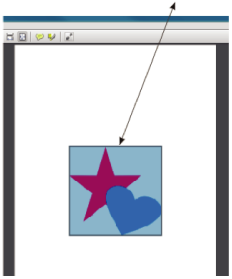
PDF's are read only document that are great for viewing files that you don't have programmes for. PDF's can be viewed, printed and electronically transmitted.

Both vector and non-vector artwork can be saved in a PDF document. To check which type of artwork is saved, do the following:

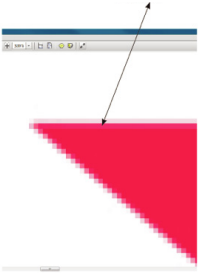
1. Open the PDF, move your cursor over the artwork then click on the actual artwork. If a blue block appears, as per the illustration below, it is non-vector artwork.

2. Zoom into the artwork or image. If it pixilates, then it's non-vector.

1. Blue block



2. Pixilated



Quick Traced Artwork

Original

Traced Artwork

We cannot redraw quick traced artwork as the result will not be acceptable for branding and it will not look like the original artwork.

Coverting to Curves

When something is designed and there is text in the logo, a font is used to create the look of the text (cursive, bold, italics, stencil letters etc).

If the design is sent to another computer which doesn't have the same font installed, the text will automatically display using Arial as the default font. We then cannot use the artwork as the text will not be displaying correctly.

If this is the case, only a computer with the necessary font installed can convert the text to curves. This means that the text is changed from a font to a drawing so that when the artwork is dropped into Corel Draw, it reads the artwork as a drawing and not text.

Alternatively, you can send us the font files and we will install the fonts to avoid any issues like this.

As there are thousands of fonts and new fonts are created every day, we will not have every single font. It is very easy to convert text to curves. All that is required is for someone to open the artwork in the original design programme on a computer with the font installed, select the text and then select 'Convert to curves' from the text menu.
See the example below:

Text selected before converting to curves

Convert Me!

Text selected after converting to curves

Convert Me!

Redraws

Not all non-vector artwork can be redrawn. Images such as photographs of people, places or things cannot be traced, as per the example shown.

How to create a print-ready PDF

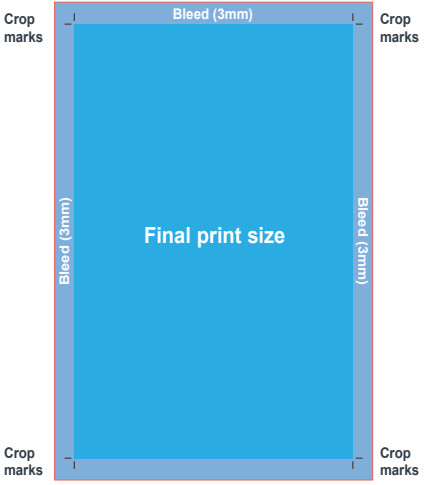
PDF workflow is the industry standard.

It is reliable and allows for faster production, fewer errors, and higher quality output.

What should your artwork look like?

To make sure your artwork prints all the way to the edge of the page, the PDF should have **bleed** – ie the image should run off the edge by 3mm all around. This ensures that trimming the artwork to the finished size won't produce a white line along the edge of the artwork.

Crop marks show you where the page will be cut after printing. Anything outside the crop marks will not show up on the page. If the artwork does not extend all the way to the crop mark, there will be a white 'gap' on the page.



Once you've set up the bleed, there will be a red bleed line around your artwork. This won't appear in the final print. Extend your images/background to the red line.

CHECKLIST:
Is your artwork print ready?
Please use this checklist before sending us your PDFs to make sure they are print ready.

- ☐ **Size**
  Is your document set up to the finished print size?
- ☐ **Spellcheck**
  Have you run a spellicheck?
- ☐ **Errors**
  Have you checked for any errors in the file (eg overset text and missing links [images])?
- ☐ **Bleed**
  Does your artwork have 3mm bleed all around?
- ☐ **Crop marks**
  Does your artwork have crop marks?
- ☐ **Resolution**
  Are your images sharp enough for print? They should have a resolution of 300 dots per inch (dpi). You should not use images from the web.
- ☐ **PDF**
  Have you exported or saved your PDF as single pages (not spreads)?

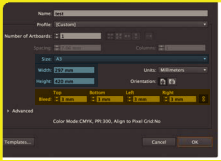
Create a print-ready PDF Illustrator

Step 1

Set the page size to the finished size of the document (eg A4 or A3), and set the bleed as 3mm.

A If you are creating a new document, go to **File > New Document.**

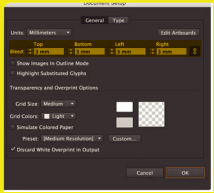
Under **Bleed,** click on the 'Make all settings the same' icon ⛓ Click on OK.



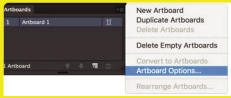
Go to **Step 2**

B If you are working on an existing document, go to **File > Document Setup**.

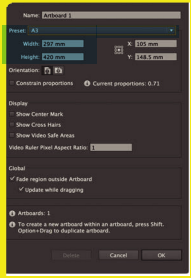
Under **Bleed,** click on the 'Make all settings the same' icon ⛓ Click on OK.



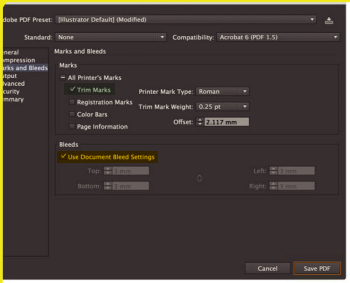
Go to the **Window > Artboards** dialog box and select **Artboard Options**



In **Artboard Options,** select the finished size of the document



Go to **Step 2**



Step 2
when your artwork is ready, choose **File > Save As**

Step 3
specify a name and location for the file

Step 4
in the **Format** tab, choose **Adobe PDF (pdf),** and click **Save**

Step 5a
in the **Adobe PDF Preset** tab, at the top of the dialog box, choose **High Quality Print**

Step 5b
under **Marks and Bleed: Marks** tick **Trim Marks.**
Under **Marks and Bleed: Bleeds,** tick **Use Document Bleed Settings**

Step 5c
click **Save PDF** to create the print-ready PDF

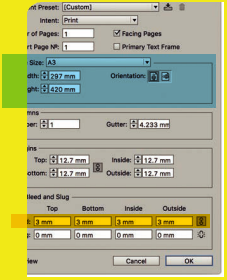
Create a print-ready PDF in InDesign

Step 1

Set the page size to the finished size of the document (eg A4 or A3), and set the bleed as 3mm.

A If you are creating a new document, go to **File > New Document**.

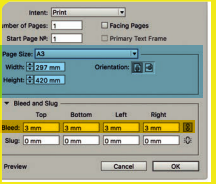
Under **Bleed and Slug** click on the 'Make all settings the same' icon Click on OK.



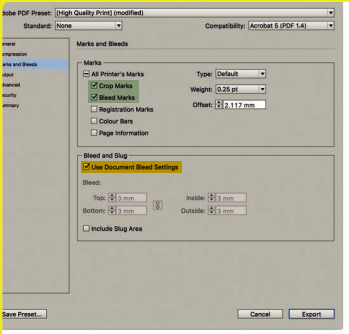
Go to **Step 2**

B If you are working on an existing document, go to **File > Document Setup**.

Under **Bleed and Slug** click on the 'Make all settings the same' icon Click on OK.



Go to **Step 2**



Step 2
when your artwork is ready, choose **File > Export**

Step 3
specify a name and location for the file

Step 4
in the **Format** tab, choose **Adobe PDF (Print),** and click **Save**

Step 5a
in the **Adobe PDF Preset** tab, at the top of the dialog box, choose **High Quality Print**

Step 5b
under **Marks,** tick **Crop Marks** and **Bleed Marks.** Under **Bleed and Slug,** tick **Use Document Bleed Settings**

Step 5c
click **Export** to create the print-ready PDF

Create a print-ready PDF Photoshop

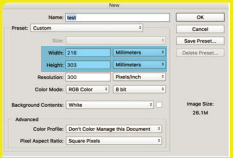
Step 1

Set the page size to the finished size of the document (eg A4 or A3), and set the bleed as 3mm.

A If you are creating a new document, go to **File > New.**

For 3mm bleed all around the artwork, add 6mm to the width and height of the canvas. For an A4 document, this will be 216 x 303mm.

You can use guides to show the artwork area while you are working on the document.

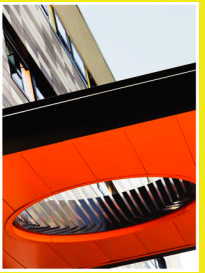


Save your artwork and go to **Step 2**

B If you are working on an existing document, go to **Image > Canvas Size.**

For 3mm bleed all around the artwork, add 6mm to the width and height of the canvas. For an A4 document, this will be 216 x 303mm.

A white border (3mm wide) will appear around the edges of the artwork.

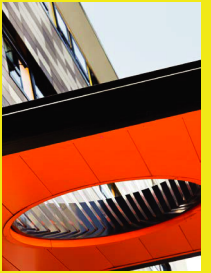


You need to extend the existing artwork to the edges of the document. To do this, go to **Edit > Free Transform.** Small boxes (handles) will appear at the corners and mid-points of the artwork.

Hold the Shift Key (to maintain the proportions of the image) and **drag the top left corner handle outwards** so that the artwork extends to the left edge of the document.

Still holding the Shift Key, **drag the bottom right corner handle outwards** so that the artwork extends to the right edge of the document.

The white border around the artwork should now have disappeared.



Save your artwork and go to **Step 2**

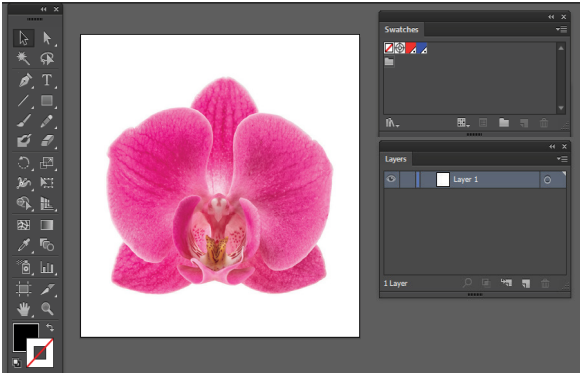
Step 2

There is no easy way to add crop and bleed marks in Photoshop, so you should do this in InDesign. Create a new document in InDesign, import the artwork that you have adjusted in Photoshop, and export the document as a print-ready PDF following the instructions on page 2 of this guide.

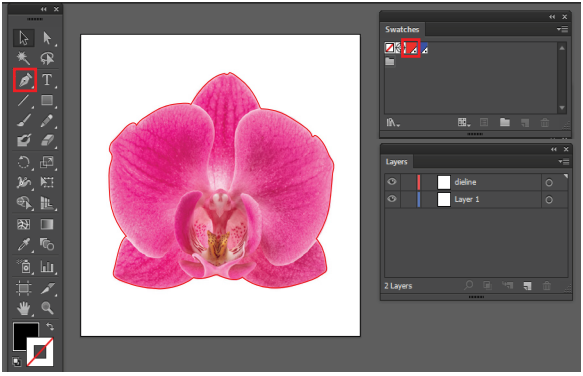
How to create die-cut lines

This tutorial will show you step by step how to make a die line around the artwork you need to either cut or kiss cut or any other operations.

1. Open your artwork in Adobe Illustrator to create a dieline around the flower below.

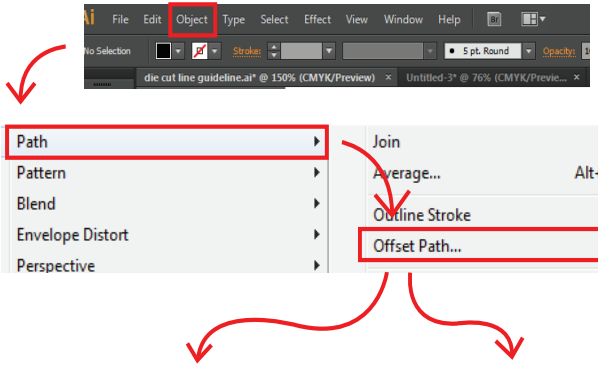


2. Select the pen tool and draw a path around your artwork on a **separate** layer. Name the layer **die-line** . Set the stroke color to a PMS color from the swatches and stroke thickness to .25 pt .

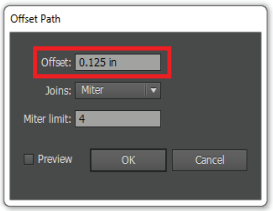


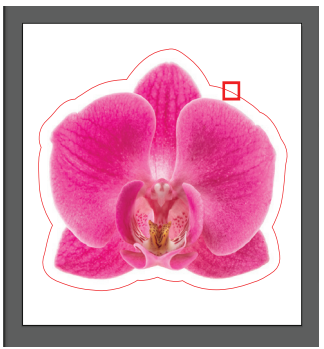
Note: The die line can be used for kiss cutting or thru-cutting. So the color of the dieline and layer will be different for each product. Please download the correct template and follow those instructions.

3. Select **Object** > **Path** > **Offset Path.** Set the Offset value.



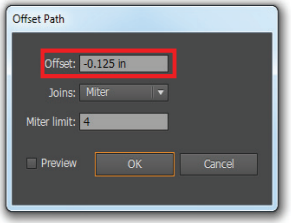
Example 1: With white Border

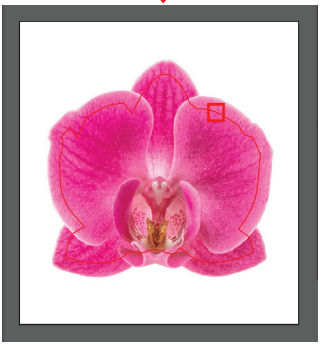




OR

Example 2: With Full Bleed. No Border.

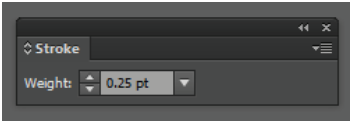




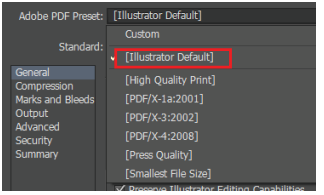
Example 1:
If you want white border around the artwork set the offset value to 0.125. Your die-line will be created 1/8" away from the artwork. Now delete the manually drawn outline around your artwork.

Example 2:
if you don't want the white border around the artwork but need a full bleed, set the offset value to -0.125.

4. Set the stroke thickness to 0.25pt. Now your die-line is ready.



5. Save as PDF and choose Illustrator default settings.



PLEASE NOTE

All Printex orders include a FREE artwork check for sizing, correct colours etc. Artwork not complying to this artwork manual may incur an additional cost.