

Artwork Guide

Table of contents



Before you Upload	3
Cropping Area / Bleed Difference	4
Spot Colours	5
Colour layout and colour mode	5
Shingling	6
Resolution	7
Multiple Side Products	8
Fonts	9
Saving Print-Ready Artwork	10
Saving JPEG, PDF or TIFF files	10
Standard Artwork Check	11
Superior Artwork Check	12

Before you Upload your artwork, be sure to ask:



- Is the document laid out in CMYK? With spot colours?
- If you have ordered one colour printing (black), is your artwork provided as greyscale?
- Is the file laid out in open end size, with the additional 2mm bleed allowance?
- Is the content, that should not be cut off, placed far enough from the edge (minimum of a 3mm safe margin, 15mm for the side where the binding will be for booklets)?
- Does the number of pages match the number of pages requested in the order placed (have any extra pages been removed, blank pages included if necessary, page numbers clearly marked)?
- Are the files being submitted in the correct file format? (PDF, JPEG, TIFF, EPS, PSD)
- Have the fonts been embedded in the documents or converted to vectors or paths?
- Is the image resolution sufficient (at least 250dpi for general printing, and 200dpi for A3 and A2 posters)?
- Are the lines thick enough? Could any thin lines that would become visible through automatic scaling be hiding in the file?
- Have all unnecessary layers been deleted?
- Has the artwork been proof-read and have any mistakes that were present been rectified?

Have you checked everything off?

Then you can send your artwork to us now.

Should you be unsure whether everything is in order, you will find helpful tips and tricks on the following pages.

Furthermore you have the responsibility to select our superior artwork check when placing your order. Have fun with your finished, printed product.

Your team at www.printingmalta.com.mt!

Cropping Area/ Bleed Difference



Open End Size (with bleed)

When you completely open your end product, you see what we consider an open end size.

Closed End Size (without bleed)

We consider the size that you can see and measure when you have your end product in hand a closed end size. It is also the size that you can choose during the ordering process.

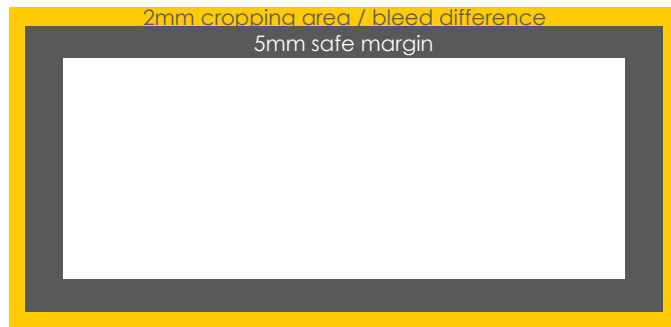
Use our cost-free print templates for the creation. You can find these on our website on the side of each Item page.


Always lay out your documents in the open end size, including the all-around 2mm bleed difference that prevents important information from being cut off.

Text and images should be at least 3mm from the edge of the final format. In the case of calendars and brochures with spiral binding, please make sure you leave 15mm space to the edge of the side where they will be bound.

Position background graphics and images that are supposed to reach the edge of the print product within the crop-print area. Like that you can avoid white gaps.

Keep shingling in mind when placing images and texts in brochures (safe margin to the bleed), if you have not ordered a superior artwork check, sizes that differ from the information on your order will automatically be scaled to the ordered size (without bleed difference)



-  Open End size including cropping area / bleed difference
-  Close End size (Finished Product after trimming)
-  Area for text and graphics

Spot colours



Spot colours are pre-defined, full tone colours and defined basic tones i.e. colour nuances whose advantage is that they are mixed separately and can therefore be applied in printing as individual colours. This means they will always be mixed in exactly the same proportions, which assures that the colour will always remain the same, offering the best possible colour fidelity and reproduction.

There are various providers of so called spot colours:

- Pantone (Hexachrome)
- HKS
- RAL

Most HKS and Pantone special colors are convertible to CMYK colours. Please note that deviations in colour may arise.

HKS spot colours can be converted into CMYK colours. When converting HKS to CMYK colour deviations may occur.

Apart from our Offset Press, we boast an industry standard Digital Press, which is capable of producing a close match to Pantone colours in CMYK.

Small quantity jobs are run on our Digital Press. Our cut-off point between Digital and Offset printing is approximately at a print run of 400 SRA3 sheets.

We find that for the local market, colour standards of Pantone and CMYK are sufficient. When sending the final artwork to us, please make sure it is in either one, or a combination of both, depending on artwork requirements.

Colour layout and colour mode

Lay out your document in grey scale, CMYK or with spot / special colours, **not with RGB!**

Lay out spot colours as such, and please give the colour names correctly in order to avoid distortion of your desired colours.

**Pantone C is used for Art Paper/ Printing Paper (Coated)
Pantone U is used for Unbleached Paper (Uncoated)**

Before saving, rid the document of all superfluous colours (for example, from your colour or mixing palette), so that only the colours you truly chose are used for printing.

Do not lay out pre-seperated files! That means you are not to split your files into four different levels (one for each of the colours; cyan magenta, yellow, and key = black).

Printing machines print four colours in CMYK. RGB is predominantly suited for the display of colours on screens and monitors.

Shingling



Diagram showing cutting on shingling

When folding many sheets of paper at once, the most inside pages are pushed out. This is called shingling. When cutting the brochure on one single length in the following, the inner sides are therefore shorter by the shingling difference. To avoid that elements placed directly on the edge (e.g. page numbers, lines etc.) are cut off you should keep in mind the shingling when creating your artwork.

Maintain a safe distance of 5mm to the paper edge. For brochures with 32 pages or more, we recommend increasing the safe margin distance. As the shingling depends on the paper grammage and the number of sides, please lay out your artwork using the following shingling figures.

Paper Grammage	Number of sides	Shingling
80gsm / 90gsm	32 - 52	1mm
80gsm / 90gsm	56 - 100	2mm
135gsm	32 - 64	2mm
170gsm	32 - 44	2mm
170gsm	48 - 64	3mm

Resolution



We recommend a graphic resolution of a minimum of 250dpi and a maximum of 300dpi for grey scale and colour graphics (in the original size) to ensure an optimal printed result.

For posters, a resolution of 200dpi (in the original size) is sufficient, so that the amount of data is reduced, or can be kept to a minimum.

Always lay out your graphics with the right size and resolution. Scaling up or increasing the resolution later on will only result in poorer quality.

The higher the resolution, the greater the amount of data. To reduce this amount, we recommend that you cut your images down to the size or detail you would like to use.



Entire image



Part to be used

Multiple Side Products



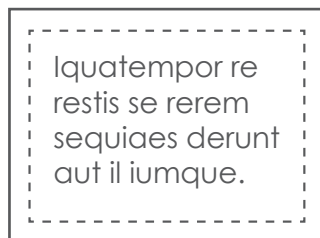
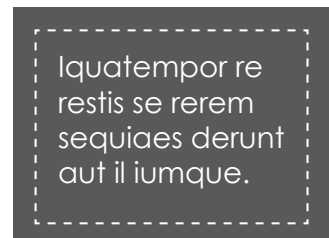
Please create brochures as consecutive sides starting with the cover page.

Please transfer these individual pages to us in a **multi-page PDF** document.

When creating PDF files, there are several pre-settings to consider! Please therefore take note of the information about saving files that is provided in this guide!

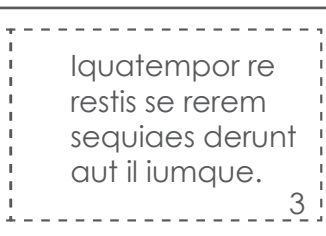
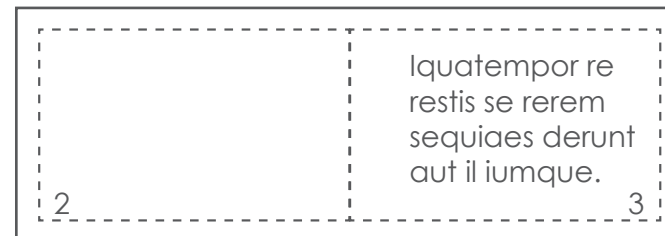
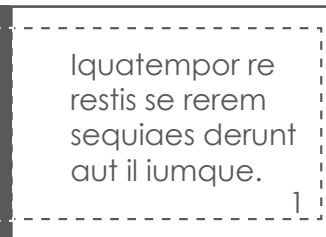
Please do not forget to delete empty or unnecessary pages from the file before your final save. Desired blank pages have to stay in the file.

When transferring individual sides, please include the page number in the file number. **A sorting based on the page numbers in the file will not be done.**



Separated pages for brochure
(suitable only for single sheet flyers)

For folded leaflets, the sides have to be laid out in a file next to each other, i.e. pre-assembled.



Pre-assembled pages for folded leaflets and multiple page documents.

Fonts



Do not place text, logos and other elements too close to the edge of the page, otherwise they may be cut off. We recommend a distance of approximately 5mm from the edge of the page (see page 4; "Cropping Area / bleed Difference").

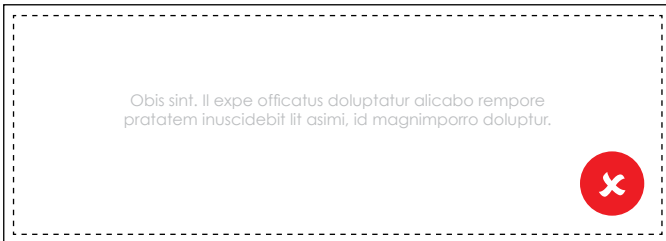
The font size should be at least 6pt to ensure readability. Please keep in mind that the general reading font size is 12pt. The larger your product, the larger the optimal font size should be. That means, for example, that 6pt, while a reasonable size on a business card, would be essentially unreadable on a poster or flyer.

Fonts must be converted into paths / vectors or else embedded in the document in order to avoid problems with the text size. These problems can arise if the printer does not have the font you used available.

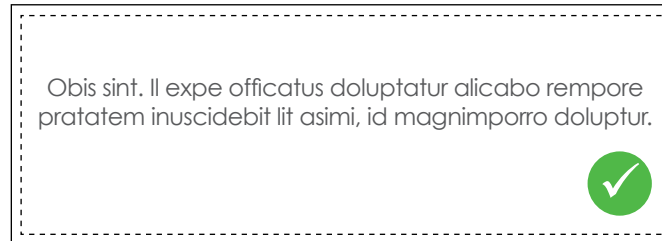
You may not use mixed colours (CMYK) for designing black text, but 100% black (K-channel).

There are standard fonts that are installed on most PCs. There are also, however, typical fonts for a particular programme that are not installed on every computer and therefore cannot be displayed, or will be converted to a standard fonts. To avoid this, fonts have to be embedded.

Please avoid fonts like "Kalinga" and "Kartiga" because they can lead to errors in printed images. If they cannot be avoided, be sure to convert the font into paths / vectors.



Due to its brightness/lightness, the font does not differentiate itself significantly from the background.



The font size is always to be adjusted for the final product so that it ensures readability.

Saving print-ready artwork



Please only use closed, read-only formats such as PDF, JPG, TIFF, EPS, PS (PostScript) to save your print data.

Please do not use any special or space characters.

Files in PDF-Format are both for you and us the most secure way to produce a high-quality printed product, because this format has been especially developed for the exchange of data between two professional pre-press organisations. The free Acrobat Reader programme is not sufficient for the creation of printable PDF files. For this, the Acrobat Full Version is available, although it does cost. You can also use the capabilities of your layout programme, as long as you pay attention to a few adjustments that will facilitate the creation of a perfect PDF file.

When creating a PDF file directly from the layout programme, please use the PDF/X-Standard (PDF/X3-Standard or PDF/X1a-Standard). We recommend picking the additional setting "compatibility 1.3" when saving your artwork files. Like that you can prevent problems with layers or transparencies that may arise during further work on your files in our workflow. This especially pertains to programmes that do not support PDF/X-Standards for PDF creation.

WORD, EXCEL and POWERPOINT do NOT create print-ready artwork.

Saving as JPEG, PDF or TIFF files

In the "File" drop down menu, you can save or export the file. Depending on the programme further windows will open with which colour mode, quality and resolution can be set (colour mode: CMYK, resolution: 300dpi, quality: maximum). Please name your files (order number, side sequence for individual sides. For example, order number Brochure s.1, order number Brochure s.2...) An aggregation of your file as ZIP or RAR archive is possible.

PDF files that have been created in CoreIDRAW may have incorrect colour display. Therefore do only create JPEG files out of CoreIDRAW.

Standard Artwork Check



Our standard artwork check is always included and the following will be checked:

- Correct and closed file format of your artwork (PDF, JPG, TIFF, EPS, PS)
- Number of sides
- Correct Size

We will scale your artwork automatically to the desired size (without bleeding) if the provided size is incorrect (only if possible / proportional). Please note that adjustments to the size, especially when scaling up the artwork (e.g. A6 to A4) can cause a decrease in the resolution and furthermore no bleeding will be added.

- Pre-assembled artwork if you have ordered folded leaflets with more than 4 sides (correct order)
- Clear binding if you have ordered brochures
- Perforation lines indicated and possible
- Artwork provided as greyscale if you have ordered one colour printing (black) - if it is not provided 1-coloured (greyscale) it will be transformed correspondingly. This may lead to colour deviations.

- Pantone colours have been laid out and named correctly.
- Automatic conversion into CMYK if artwork was created in RGB or spot colours, unless otherwise stated.

Please note that the automatic conversion of RGB or spot colour into CMYK can cause significant colour differences.

- Fonts embedded

Our designers will contact you immediately by email if your artwork presents any problems mentioned above. Please note that the conversions of size and colour mode as well as spot colours will be processed automatically and there will be no queries coming from our end (if no Pantone / Spot colours have been ordered).

Superior Artwork Check



Use our “Superior Artwork Check” if you are uncertain whether your artwork meets all of our requirements and if a high quality product can be provided. For a small additional fee, our professional pre-press staff will carry out a review of your artwork files on the basis of the following checklist in addition to the Standard Artwork Check:

- Any layers or transparencies in the artwork (PDF files)
- Artwork provided in the correct size

Should your size differ from the one you have ordered our designers will get in contact with you immediately, although we might be able to scale it.

- Bleed of 2mm
- Correct type and position of fold if folded leaflets were ordered (gate fold, letterfold, z-fold, landscape or portrait).

- Enough space between letters / graphic elements and the bleed (at least 3mm)
- Correct Colour mode in CMYK

Our designers will get in contact with you if your artwork files are not created in CMYK. At your express request we can convert your artwork into CMYK, however this may result in colour deviations.

- Sufficient image resolution (at least 250dpi, posters 200dpi)

If your artwork presents any of the problems mentioned above, our designers will contact you immediately by email. Please note that no automatic conversions / adjustments will be made. Please also note that we will not check if the side sequence of your artwork is correct.