








# ARTWORK GUIDELINES

## General Instructions

Please note, Shoalhaven Printing only accepts PDF artwork generated with following specifications:

-  All photos and images need to be 300dpi (300 dots per inch).
-  Avoid using JPEG compression. Use ZIP or no compression for best results.
-  All colours must be in **CMYK** (no PMS, RGB, LAB etc.) The only exception to this rule is if you are ordering a Spot UV, Spot Silver, Spot White, Spot Pink or Spot Orange job. In that case, you will need to make sure you create a spot colour according to the instructions available from our Resources page titled:
  - SPOT UV**
  - SPOT COLOURS**
-  Please ensure that you do not save your PDF with ICC profiles embedded.
-  All fonts **MUST** be converted to outlines (embedded).
-  Please include crop marks where relevant.
-  The bleed requirements depend on the product, please refer to setup table at the right of this page >>

## Artwork Setup Tips

For all double-sided jobs, we require the artwork to be set up with front and back files combined into one PDF (where first page is the front and second page is the back.)




Something to keep in mind is that if you order Gloss or Matt cello 1 sided, the cello will be applied to the front (or the first page of your PDF).

Also if you are ordering a job with multiple variations, please supply us with 1 PDF per variation.

To achieve a rich black on solid areas of your artwork, we recommend the breakdown of 40% Cyan 40% Magenta 40% Yellow and 100% Black. For text and fine lines, please just use 100% Black.

## Foiling Setup

To correctly set up your artwork with foiling, please supply us with 3 files as per below:

-  **First file** is to have only print elements (please ensure that the foil elements are removed and your background continues underneath where your job is to be foiled). The only exception is if you are getting clear foil over the logo or any other element in your file.
-  **Second file** needs to have only the foil elements in it in 100% black and to scale. Please remove all print elements. (This is the file we use to get your foiling or embossing plate made)
-  **Third file** needs to combine both print and foil elements as a proof to show us the final design.

# SETUP TABLE

PRODUCT TYPE	BLEED
Business Cards	2mm
Desk Pads	2mm
Flyers	2mm
Greeting Cards	3mm
Letterheads	2mm
Magnets (Rectangle/Square)	3mm
Magnets (Circle)	2mm
Notepads	3mm
Posters	2mm
With Compliments	3mm

To ensure your files are printed correctly and to avoid any delays, please take the time to ensure you follow these simple steps when creating your press-ready PDFs.

