PLEASE TAKE A FEW MINUTES TO READ THROUGH THIS GUIDE BEFORE STARTING YOUR DESIGN PROJECT.
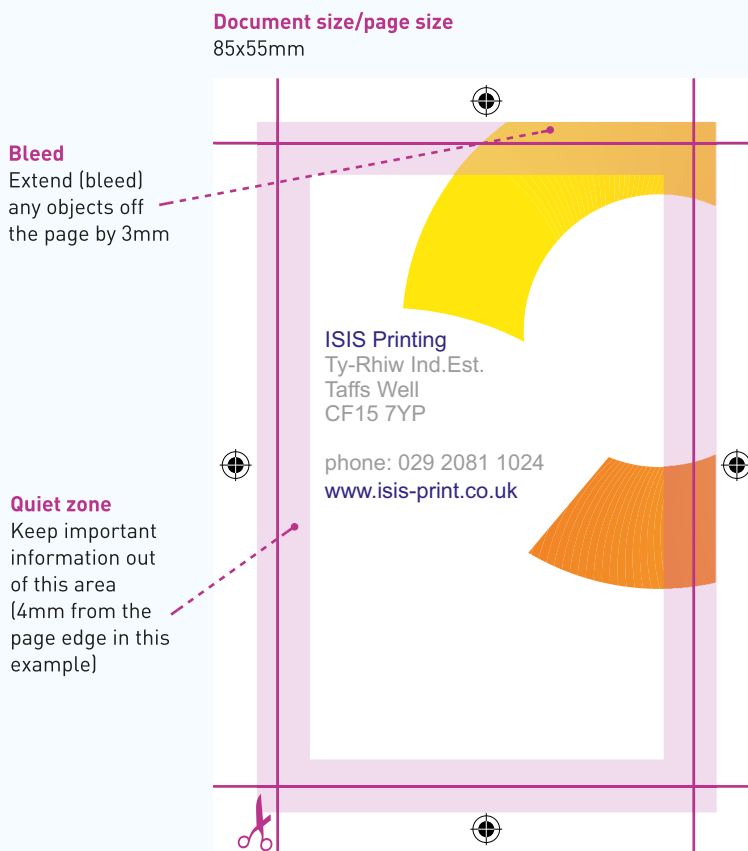
1. SETTING YOUR DOCUMENT SIZE

It's very importantthat you set your document size correctly. If you don't, parts of your design may be chopped off, look off-centre, or have areas of undesired white space.
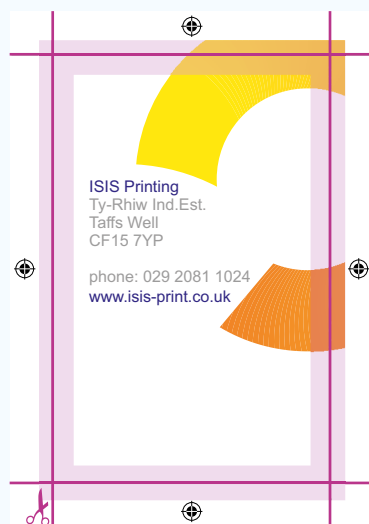
Here's what to do:

- Make a note of the finished Page Size. This is the size you should set your page on your document.

- Our **example** shows a business card measuring 85x55mm. Remember to extend any items that run off the page 3mm beyond the finished page size (bleed). The bleed allows for any small variations in cutting.

- Finally, it's good practice to leave a 'Quiet Zone' of 4mm (10mm for Booklets and Posters) from the trim edge. The same goes for any folds or creases. Avoid placing any important objects such as text or logos within this quiet zone. This will make your job look more professional and ensure objects don't look like they're about to fall off the edge of the page.

EXAMPLE: BUSINESS CARD

Document size/page size
85x55mm

Bleed
Extend (bleed) any objects off the page by 3mm

Quiet zone
Keep important information out of this area (4mm from the page edge in this example)

ISIS Printing
Ty-Rhiw Ind.Est.
Taffs Well
CF15 7YP

phone: 029 2081 1024
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CHECKING YOUR QUIET ZONE AND BLEED

Allowing for the correct bleed and quiet zone are really important and they are two of the more common file supply errors that we see. Here are a few examples of how to get it right (and wrong):

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✅ Design set up correctly

❌ Text within quiet zone – may be trimmed off.

❌ Graphic stops at trim edge (no bleed) – white border may be visible after trimming.

2. PROPER USE OF COLOUR

Our printing process uses Cyan, Magenta, Yellow and the 'key' colour, Black (CMYK).
However we are constantly receiving files that use other colour profiles, such as RGB, LAB and Indexed Colour. These often come from digital cameras and internet sourced images and do not always reproduce as they would appear on your screen.

It is very important that all images and colours used in your documents are converted to CMYK* before sending the files to us. We cannot be held responsible for the quality of the finished product if the original documents contain Indexed Colour, LAB, RGB or any other colour profile that is not CMYK.

* The exception to this rule is if Pantone Spot Colours are required, which should remain as a spot colour in the colour palette of your document.

3. IMAGE RESOLUTION AND FORMAT

All your images should be 300dpi (dots per inch).
Your typical image copied from the internet or taken with a digital camera/mobile phone will be only 72dpi, which when printed will appear pixelated (low resolution). These type of files should be adjusted in photo manipulation software such as Adobe Photoshop, and set to 300dpi. This will increase the image file size but will produce a better quality printed image.

Save images as either EPS or TIFF files as this will preserve the colour clarity. GIF or JPEG formats compress the image and actually discard information, causing colour shifts and blurriness. Do not use either of these formats.

Remember to ensure all your images are linked before creating a PDF.

4. WORKING WITH FONTS

If applying styles to a font, do not use text effects to italicise or embolden type- only use fonts that you have in your system and select the appropriate font from there. Using a font manager such as 'Suitcase' makes this easier.

When creating your print ready PDF, it's vital that you embed all fonts within your document.

PLEASE REMEMBER:

Your PDF file needs to have:
- All fonts embedded
- 3mm of bleed
- Crop marks
- Centred pages
- All colour data as grayscale, CMYK or properly named pantone spot colours (eg PANTONE 300 c). The file should not contain any RGB, Indexed Colour or LAB data.