![polycopy — smile, it's sorted]

Artwork Guidelines

Thank you for choosing Polycopy to fulfil your print requirements.
If you are setting your own artwork, here's some guidelines to the formatting our print process needs.

3 Is The Magic Number...

'Bleed' and 'Safe Zone' should both be set to the industry standard of 3mm. Most software refers to 'Safe Zone' as 'Margins'. Extend backgrounds and images you want to 'bleed' off the page edges to the red lines, but avoid placing important content in the Safe Zone (beyond the purple line).

Artwork ——————
Bleed ——————
Safe Zone ——————
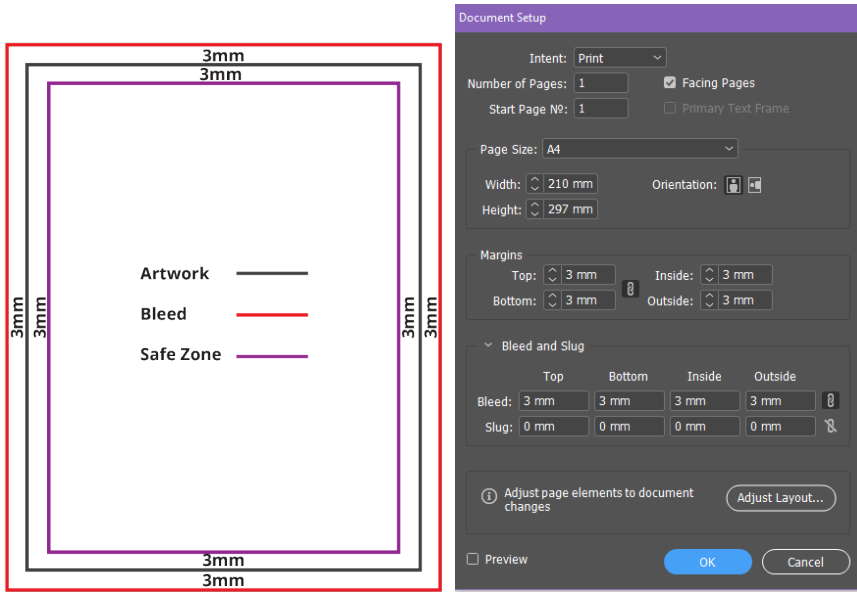
Eg. If you are using InDesign, select 'Document Setup' from the File menu

Get The Colours You Want

CMYK is much more accurate for print than RGB, so create your artwork using the following settings:

Colour Mode: CMYK
Colour Profile: Fogra 39 (ISO 12647-2:2004)
Export as: PDF/x1a:2001

Fonts

Ensure your fonts are not substituted when sent to another computer in one of these ways:

Embed fonts
If you have the font license for the font(s) you have used, embed the fonts in the document.

Save as an image
Saving your file as a JPEG makes the font part of the image so it won't look any different on another computer.

Outline your text
If you are using Adobe InDesign or Illustrator you can 'outline' your text. This turns it into a vector shape that will not be converted.

Be Transparent

Layered objects in your artwork rely on transparency. It's important to set transparency up properly on a PDF to avoid one layer blocking another. 'Flatten' layers in one of the following ways so that the commercial printing press can read all layers correctly:

- Use flattening tools within design software such as Adobe InDesign or Photoshop;
- Save/export as PDF/x1a:2001
- Save the file as a JPEG

Photoshop - Select all layers, right click and select 'Flatten Image'
Illustrator - Export artwork and make sure 'Preserve Illustrator Editing Capabilities' is unchecked.
InDesign - Export using the preset PDF/x1a:2001

Compression & File Types

The best file type to send us is PDF, but JPEG is also accepted.

Your artwork file needs to be smaller than 200mb. If it is over this size, you can compress it using the export tools in your publishing software. The guide is to set Bicubic Downsampling to 300ppi for grayscale and colour images above 450ppi. Image quality should be set to 'Maximum'.

Check Resolution

Open your PDF or JPEG file and zoom in by 300-400% to see how the printed artwork will look. If it looks pixelated/'blocky' try checking your compression settings again. If this doesn't resolve the issue, you need to check the quality of any original images used in your artwork.

REMEMBER

- When exporting, tick 'Use Document Bleed Settings' and 'All Printers' Marks'
- Use an easily identifiable name for your file
- Check all proofs carefully before approving them