

- **Bleed:** 3mm on all sides
- **Type safe area:** 3mm in from all sides, (5mm on all booklets)
- **Accepted File Types:** Print Ready PDF
(ONLY for orders via WHO Online. Other file types maybe accepted, and may incur additional charges.)
- **Recommended Resolution:** 300 dpi for all images. 1200 dpi for all text as an image

■ **Essential:**

- Colours must be either CMYK or Grey Scale for any 4 colour process jobs (i.e. no RGB)
- Spot or Pantone colours must be communicated at time of order and only supplied on spot colour specific jobs
- All fonts must be embedded or converted to outlines
- Borders and type must be within safe zone as variations may occur when trimming
- Ensure your artwork matches your order specifications
- Artwork must be sized correctly with required amounts of bleed
- Special plates should be supplied as separate page/file i.e. Spot UV, Foil, Knifelines

■ **General Instructions:**

- All transparency effects are to be flattened
- Overprints must be set correctly for desired result, for example, white text set to knockout
- Ensure all images are at correct resolution
- Non-printing items must be removed
- Crop marks, are to be positioned outside bleed area
- Please supply single pages and not spreads

Should we need to contact you regarding your artwork, you will be contacted by email or phone. WHO Printing does not correct, modify or proofread artwork without prior consent. Any correction will be chargeable. Whilst every care is taken, WHO Printing cannot be held responsible for any errors on final output generated by you or the software you use in creating files for output. It is the sole responsibility of the client to review all material including trapping and set colour separations in the original artwork, to attest to its accuracy. The final check before we receive your files is your responsibility. All files are printed as supplied. WHO will archive supplied artwork for print jobs for a period of three years from the due date of last order.

Files supplied in any format other than PDF maybe rejected or incur additional charges.

■ **Proofs:**

Electronic PDF proofs are sent as standard for ALL offline jobs and only supplied once estimate is accepted. Online jobs are to be viewed on your screen prior to checkout. Electronic proof colours vary from screen to screen and if not calibrated on a regular basis it is not a true indication of reproduction. For accurate colour representation a hard copy colour proof should be requested at additional costs.

Hard Copy ISO certified proofs are also available at additional cost. Hard copy proofs for orders via WHO Online are available on request. Please outline on your purchase order if you wish to view a proof before production. This will incur an additional cost. Any alterations required that vary from original copy are 'Customer Alterations' and are additional to the estimated price.

If you have any further questions, **please call us on 02 4915 3050** and we will gladly help you through the process.

PLEASE NOTE: Incorrectly supplied artwork that requires manual correction by our operators will incur additional charges and may delay the turnaround time.



■ Trim, Type safe area, Bleed

The **Trim** area is the final size of your print job (always include trim marks).
When creating your artwork, ensure your artboard is set up as the trim size of your design.
Use the document set up to define trim and bleed, never do it manually on page.

Type safe area: 3mm (5mm on all booklets)

Keep all important information away from this area

Bleed: 3mm (5mm on all booklets)

Your job is printed on a large sheet and then trimmed to size. External bleed is the area extending past your trim area, which allows for a small amount of movement that may occur when your work is being finished.

For folded brochures we have templates available in the download section of WHO Online. These templates will help ensure your brochure folds correctly. Please contact us at online@whoprinting.com.au if you're unable to find what you need.

ALL FILES MUST BE SUPPLIED AS PDF

Printed one side: Supply a one-page PDF.

Printed front & back: Supply a two-page PDF.

The first page of your PDF will be the front page and the second the back page.

Multiple kinds: Supply one PDF for each kind, i.e. for two business cards, supply two PDFs.

Booklets: Supply multiple page PDF. Facing pages should be supplied as separate pages, not as spreads.

Supply in CMYK format

Convert all of your RGB or Pantone spot images to CMYK

This will give you more control over the final appearance of your print job. Our automatic conversion may produce results you are not anticipating. If in doubt request a hard copy proof.

Supply in Pantone/PMS format

Make sure all special colours are nominated correctly and are relevant to the job you are submitting.

Spot UV

For print work with spot UV, the spot UV is to be indicated on a separate page within the same PDF file, as 100% K only. Do not include it as a layer on your press ready artwork.

Resolution

Your artwork should be 300dpi at full size.

Resolution is the number of pixels within an image. The higher the resolution, the better the picture, however if your resolution is too high it is not utilised and makes your files too large.

Either test print or view your design at 100% to decide if you're happy with the image quality. If you enlarge an image you lower its resolution and conversely, if you reduce an image you increase its resolution.

Ink coverage

Coated stocks: 280% maximum ink OR Uncoated stocks: 260% maximum ink

The colours that you use should contain less than the total maximum % when you add together Cyan, Magenta, Yellow and Black.

Rich black: 30% C, 30% M, 30% Y, 100% K Rich blue black: 40% C, 0% M, 0% Y, 100% K

This is for areas 30mm square or larger and shouldn't be used on text.

Fonts: Always embed or outline your fonts

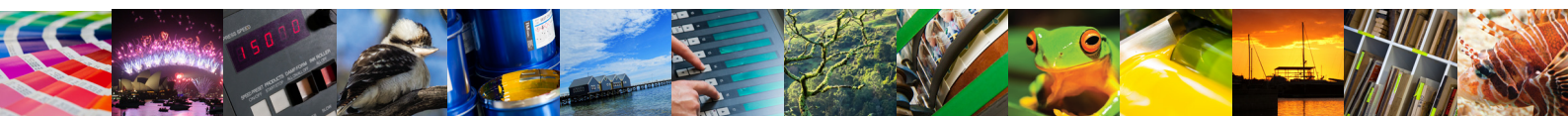
Embedding or outlining the fonts you use in your files means we can print them even if we don't have those fonts installed on our computers. This ensures they will look exactly the way you want them to.

Gradients

To avoid banding when printing a gradient, all gradients should be created in Photoshop and saved as an .eps file and placed into the working document (either InDesign or Illustrator). Create the gradient in Photoshop, apply "Noise" (Filter > Noise > Add Noise), then to smooth the noise apply a Gaussian Blur (Filter > Blur > Gaussian Blur....) and then save as.

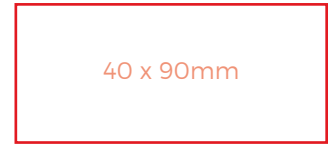
Naming your file

Keep it short, sweet and descriptive. For example, "ACME Incorporated" would name a business card file ACME_BC.pdf.



WHO colour is Australian colour

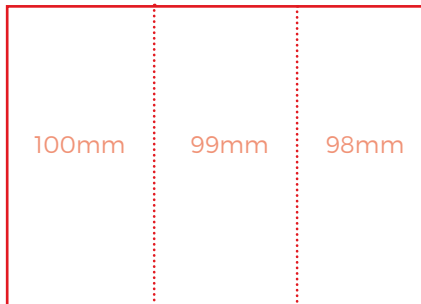
■ **Business cards** (alternative sizes accepted as advised)



■ **DL**



■ **A4 folded to DL**



■ **Posters & Flyers**



A0 841 x 1189mm **A1** 594 x 841mm

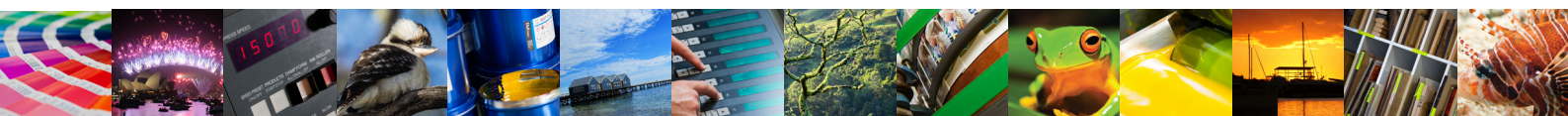


■ **Envelopes**



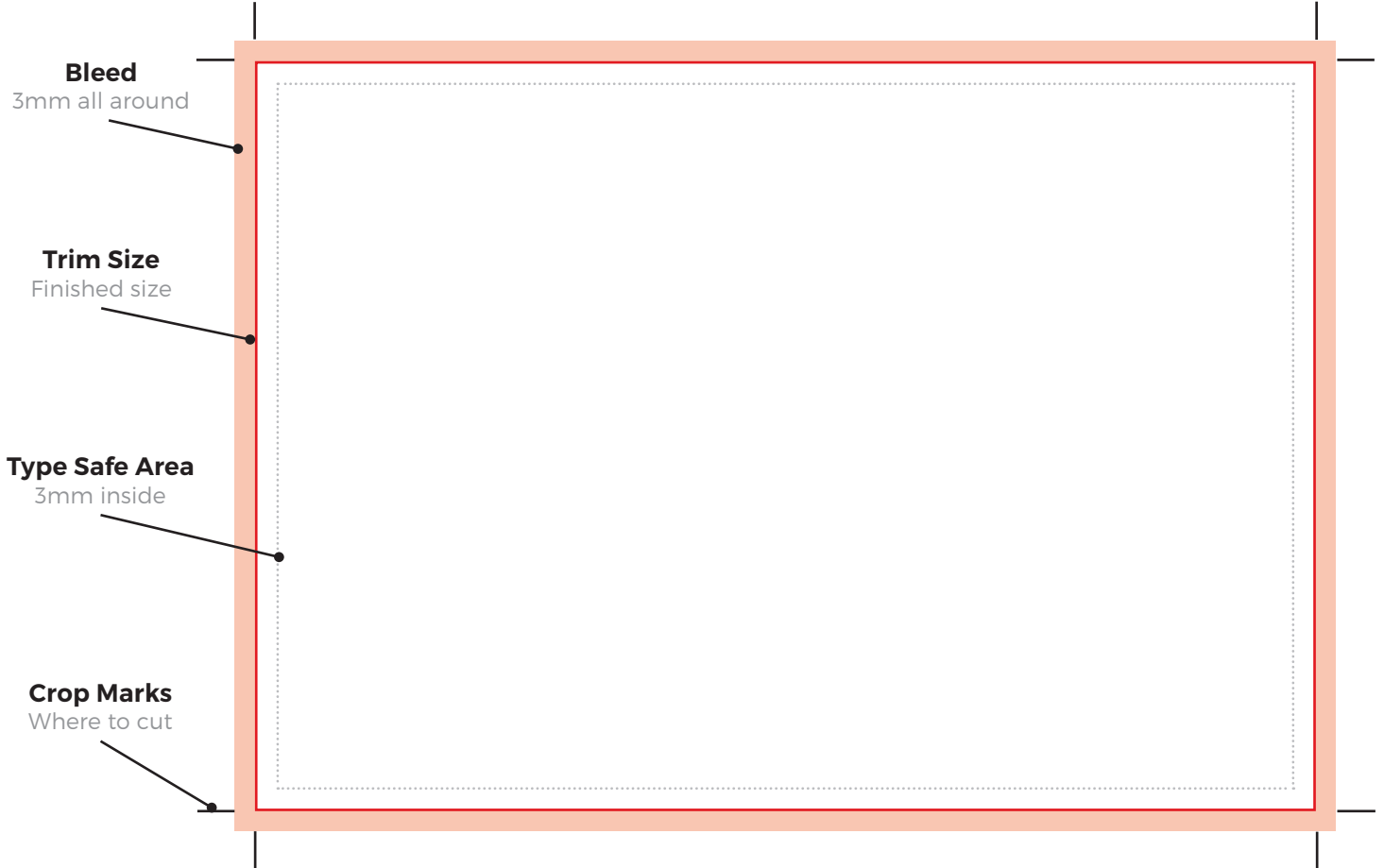
Opening will depend on pocket or wallet stock selected.
Please be aware of window face positioning.

PLEASE NOTE: Samples shown above are not to scale.





■ **Bleed & Trim Example**



■ **Trapping & Overprint Example**

