

## PDF please...

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FASTER SERVICE  
HIGHER RESOLUTION  
MORE ACCURATE

Once you have followed all these guidelines, your artwork should be ready for print. At this point it is best to save it as a high quality PDF file. We like PDFs as they are higher resolution than most image files like JPEGs and are more accurate than Microsoft Office files such as Word or PowerPoint which can move images and text around from computer to computer. With PDFs you can be confident that what you see - we see.

Please supply artwork as a high resolution PDF where possible, with 3mm bleed & crop marks if applicable. We also accept JPEG, TIFF, PSD, DOC & PPT files. For more details speak to a member of staff or visit [www.yellowprint.co.uk](http://www.yellowprint.co.uk)

## Design Guide

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How to set up your  
artwork for print

For more products and information please visit  
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## HOW DO I SET UP MY DESIGN?

There are THREE things you need to consider when setting up your artwork for print:

1. FINAL SIZE
2. BLEED AREA
3. TEXT SAFE AREA.

### FINAL SIZE

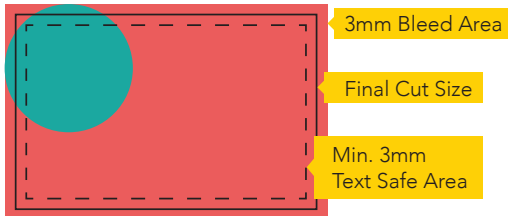
This is the size you want your finished printing to be. For most of our products we work in millimetres (mm). An A5 page for example is 148mm x 210mm. You should ensure that your artwork is the correct size at the start of your design process.

### BLEED AREA

This is the area that any part of your design that you want to go to the edge of the page must 'bleed' into. We use this area to allow for any design inconsistencies or movement of the paper in the printing or cutting processes. The industry standard bleed area is 3mm. This means an extra 3mm on EVERY edge. An A5 page with bleed area for example will measure 154mm x 216mm.

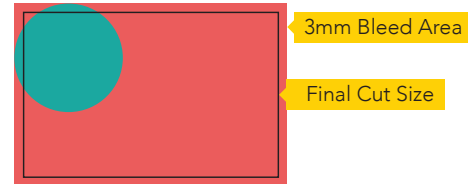
### TEXT SAFE AREA

This is the area within your artwork that you must place any text or design attributes that you DO NOT want to be cut off. Just like the bleed area allows us to ensure objects go to the edge of the paper despite any movement in the printing or cutting processes, the text safe area ensures that any important or vital attributes are far enough away from the edge that they are not cut into or appear to be about to 'fall off' the page by being too close to the edge. The industry standard text safe area is 3mm. This is 3mm away from the edge of your FINISHED, CUT SIZE.



## WHAT IS BLEED?

Bleed is the EXTRA area that any images, colours or photos etc. on your design that go to the edge, must go into. As we print several images on one sheet of oversized paper, we need to allow for any movement of the paper in the printing and the cutting processes...



...so instead of cutting to an edge which would not allow for movement, we cut INTO the design. This ensures that there are NO unprinted edges on the final trimmed document...



...which leaves you with a beautifully finished product!

