

# Simple Artwork Guidelines

\*Our artwork guide is based on the designer using The ADOBE suite software.\*



Here at Smada we have created a simple artwork guideline to help you achieve great results when setting up your artwork for print. Please note that if your artwork needs to be amended or changed due to artwork being setup incorrectly, this will delay your job and may incur a fee.

Please bare in mind that we have multiple print machines that all use different print methods and software, so from time to time we may ask you to make changes to your artwork to suit the specific printer.

## Artwork Format

Artwork should be a high resolution PDF. Please ensure you're using a **CMYK** document.

## Images

Always supply images in high resolution. Vector images are always recommended for clean edges. Images should be saved at **300dpi** or above.

## Artwork Size

Supply your artwork to the correct artboard size. All sizes should be set up in **MM** measurements only

## Fonts

Ensure all fonts are outlined or embed in your final file.

(To outline fonts in Adobe Illustrator go to **Type - Create Outlines**)

## Document Bleed

We require **2mm** bleed for all Digital print jobs. For any booklets we require **3mm** Bleed.

For all Large Format jobs we require **3mm** only.

(Adding bleed to your file when necessary helps give you a perfect trimmed print.)

## Trim Marks

Digital artwork requires files to be saved with trim marks.

## Print Safe Zone

To ensure that none of your beautiful artwork is cut off, make sure that your artwork sits within **3mm** from the edge of the paper. (Especially text) However if you would like your graphics to be printed to the edge of the paper then please extend this into the bleed.

## Borders

Borders are only recommended as one sided only.

Borders must be at least **3-5mm** in from the edge at minimum. This is due to shift in the print run.

## Crease Lines

These lines need to be as dashed lines on your artwork. Please ensure these are a **Spot Colour**.

## Drill Holes

Please represent drill holes to be cut with a Spot Colour and ensure that it is placed on your artwork.

Hole sizes for Digital **2.5mm & 5mm**

Hole sizes for PVC **10mm, 13mm, 18mm and 20mm**.

Holes for Acrylic can be cut to any size - please add to artwork.

## Round Corners (Digital)

Round corner radius range from **3mm - 9mm**. Please specify when ordering.

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## Standard Dielines

Smada has a range of digital and pre-cut PVC dielines for you to use that are specific to our printers. These dielines can be downloaded from our website on the resources page.

## Custom Dielines.

**Digital** - Any shape or size within SRA3 (450mm x 320mm )

**PVC** - Any shape or size within 2400mm x 1200mm

**Acrylic** - Any shape or size within 1200mm x 900mm

(This is dependent on stock and colour options.)

Just ensure that it is one continuous solid line. If not, our cutters won't recognise it as a shape. Always ensure that you have 2 x pages in your final PDF: one as the dieline ONLY and one as the final artwork with the dieline removed

**Overprint.** Please make sure that all objects have the Overprint Stroke ticked.

(This can be found in illustrator under (**Window - Attributes.**))

## White/Gold/Silver Printing

If your design is printed with **White Toner** please set it up as **100% Magenta** and name it "**Spot White**"

If your design is printed in **Gold** toner please set up as **100% Yellow** and call it "**Spot Gold**"

If your design is printed in **Silver** toner please set up as **100% Cyan** and call it "**Spot Silver**"

## Colour Variations

Bear in mind that the stock colour will influence the end result of your print. Remember that very thin or pale text may not be as legible on some textured stocks. Always try and remember the end result of your work. Also be aware most papers do have imperfections at times that are visible so again this may have an effect on your final print.

## Personalised printing / Variable data

Variable data files should be supplied as one **PDF** with multiple artboards. (One Name per artboard)

If you need Smada to set up your variable data files, this can be done for an extra fee.

Please specify when ordering. Please ensure you supply your fonts and 1 template to complete the merge.

## Envelope Printing

Set up your envelope artboard to size with no bleed. Please ensure you're using the correct size.

To print in **White** or **Black** toner the font needs to be set up as **100% black** for this print method.

To print in Colour the font needs to be set up as CMYK. Please ensure you specify when ordering as these options are all priced differently. Supply 1 file with multiple front pages and 1 file for your backs if required.

## Foiling/Embossing/Debossing

For any of these types of jobs we require you to supply **3** artboards

**Artboard 1** - Digital print only.

**Artboard 2** - Foil / Emboss / Deboss artwork to be provided in **100% black**.

**Artboard 3** - Mock up of both foiling and digital artwork together. How the final artwork will look together.

If your artwork does not require a Digital portion just supply **2** artboards.

## Letterpress

For any letterpress jobs we will require 2 artboards.

**Artboard 1** - Letterpress artwork to be provided in **100% black**.

**Artboard 2** - Mock up required of final artwork with **PMS** colour.

Please confirm your Pantone Colour when ordering letterpress.