

File

Design

Guide

*Everything you need to know before uploading
your files/designs.*

Version 1.0



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WE WANT YOUR FILES TO PRINT PERFECTLY

We want the same thing you want. We want your graphic files to print without errors and look as you intended them to. There have been a small number of orders that don't print as expected, the overwhelming majority when inspected, are traced back to the files provided to us. Even as a seasoned professional with years of experience preparing files for print, please read this guide anyway; our process is likely to be different to what you're used to.

Providing files for print without following this guide is a bit like driving without following the rules. If you follow the driving rules, your journeys are more likely to be safe. To ignore some of the rules provided here puts your prints at greater risk of not being produced as intended. If you follow this guide however, your file should print as you hoped.

You may also contact us (or visit one of our service centers) before starting work on any complicated design and print projects; our working together from the start could save us both precious time and money.

HOW SHOULD WE WORK TOGETHER?

We're all different. Some of us are more different than others. That's why we work with our customers in lots of different ways, depending on their level of graphic design expertise.

If you don't know where to start, then let us take care of the design for you. It's safest that way. If you're an amateur, then you'll probably need to rely on us to *File Check* your design. If however you're the experienced pro and are able to follow our process, then you're off to a great start.

See how we help regardless of where you belong:

Design Expertise	How We Help
None 	<i>We'll create your design.</i> Creating a design that works can be frustrating. We can help take off that burden. Contact us today.
Medium 	<i>We'll check your file.</i> You can select for us to check your file for a fee when you upload your design. Better to be sure than sorry.
High 	<i>We'll trust your judgement.</i> When you've been printing with us for a while you might have got a hang of it. You can always tell us not to check your file (not recommended).

HOW SHOULD WE WORK TOGETHER? *(continued)*

We Can Help Create Your Designs

If you don't have a design or maybe you have one but would like to make changes, simply let us know and we'd gladly have a design done for you. Contact us or visit any of our service centers for more information or better still, you can submit a brief online and one of our designers will get to work for you.

We'll Check Your File*

Maybe you've got a design you or someone else created and are ready to print... that's fine! But we recommend that you select the "*File Check*" option when you upload your file.

This service is a comprehensive series of final technical checks to ensure that your file complies with all of our requirements. We strongly recommend you let us do this, especially on your first order.

We'll Trust Your Judgement

Once you're used to our requirements and have sufficient confidence in following our design instructions, simply opt out from our *File Check* service. We would much rather you took advantage of this service though, as we'd be sad to see your order come out wrong.

** This service doesn't include spelling or grammar check, or whether or not your design will look good aesthetically. If you need help in this area, simply ask us to create your design from scratch.*

DESIGN INSTRUCTIONS FOR FLAT PRINTS

**Business Cards, Flyers, Posters, Letterhead,
Invitation Cards, And Certificates.**

STEP 1: Setting The Page Size

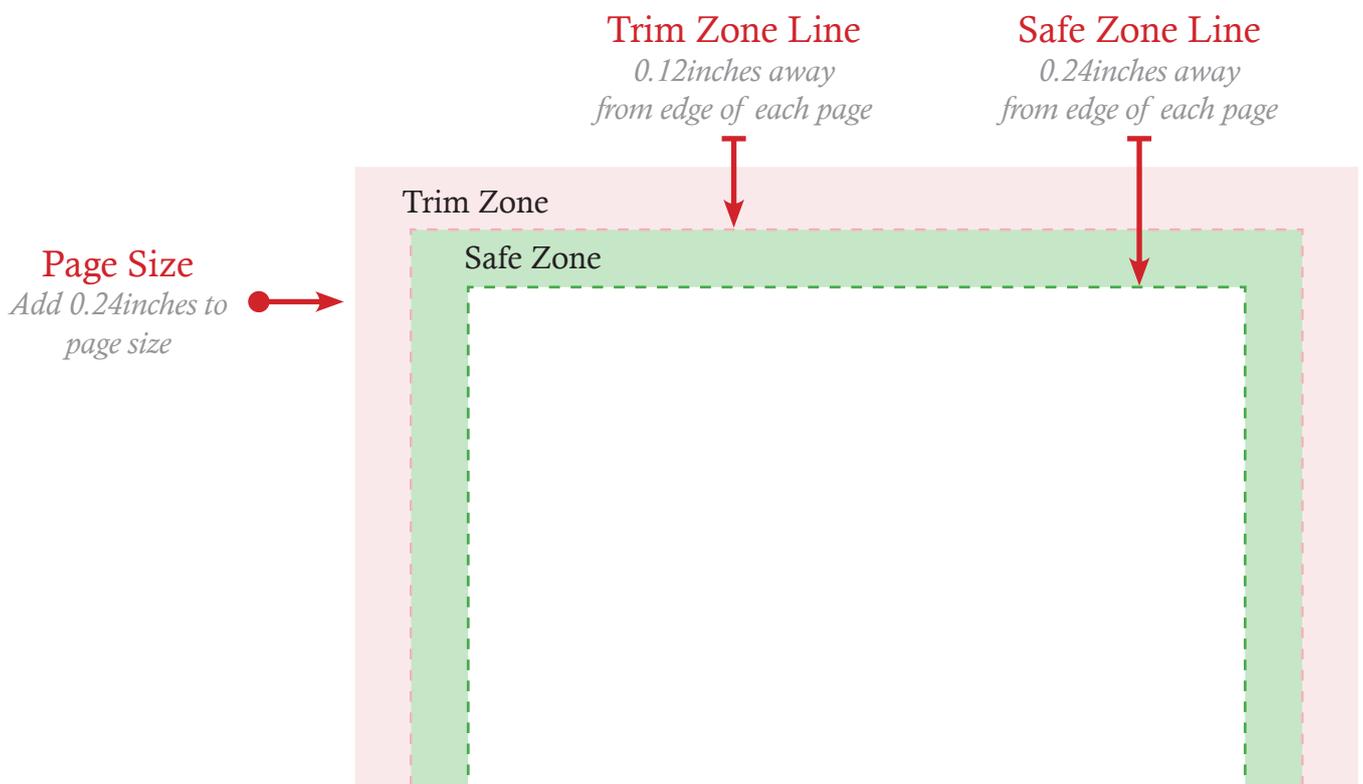
It's very important that you set your page size correctly. If you don't, parts of your design may be trimmed off, look off-centre, or have areas of undesired white space. Here's what to do:

1. Locate the product size you're interested in on the product page on our website.
2. Add 0.12 inches to each side of the product size. For example, the size of a Standard Business Card is 3.5 x 2 inches. When you add 0.12 inches to each side, it becomes 3.74 x 2.24 inches.
3. The resulting size is the size you should set your page to in your document.
4. If you are designing for two pages i.e. front and back, you would need to create a second page and set it up as you did the first. This second page must be in the same document as the first page.

DESIGN INSTRUCTIONS FOR FLAT PRINTS *(continued)*

Step 2: Setting The Trim And Safe Zones

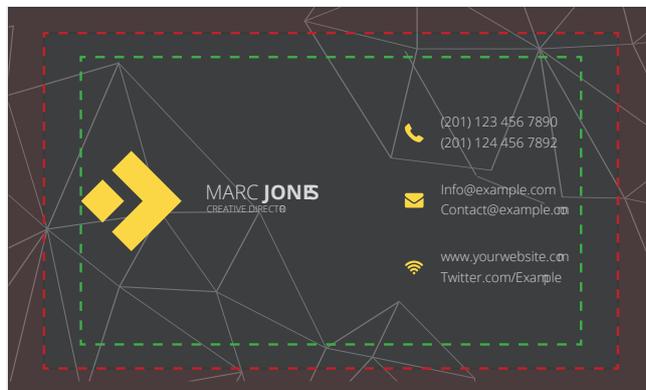
1. The Trim Zone defines the area around the edge of your design file that we would cut off.
2. This area is always 0.12 inch in from each edge of the page. This area is also known as the *'bleed'* – that's approximately where our automated cutting machines will make final trims. The bleed allows for any small variations in this cutting.
3. To remind yourself where the cuts will be made, you could add some guidelines 0.12 inches in from each edge of all the pages in your document.
4. Finally, it's good practice to leave a *Safe Zone* of an additional 0.12 inches from the trim edges (that's 0.24 inches from each edge of the page). Avoid placing any important objects such as text or logos within or close to the *Safe Zone*. This will make your job look more professional and ensure objects don't look like they're about to fall off the edge.



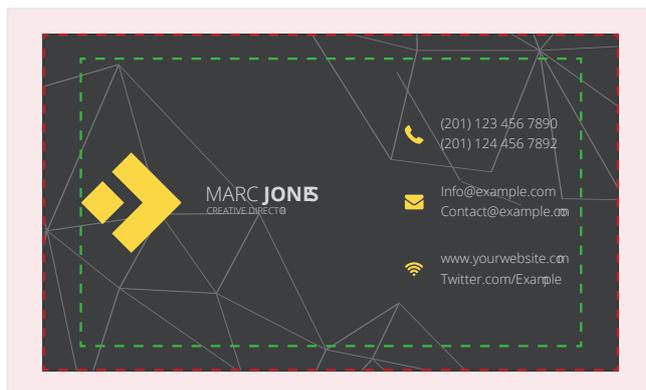
DESIGN INSTRUCTIONS FOR FLAT PRINTS *(continued)*

Trim And Safe Zone Check List

Allowing for the correct trim (or bleed) and safe zone are really, really important and they are some of the most common design errors that we see. Here are a few image examples of how to get it right (and wrong):

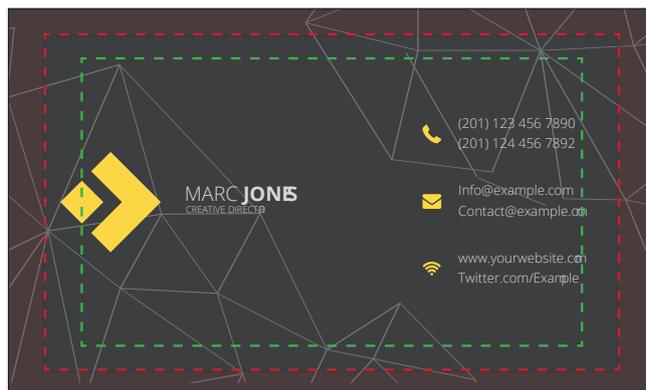


Design setup correctly and would print as intended



Background image stops at trim line

- white border may be visible after cutting
- stretch background across trim line



Logo and text within safe zone

- logo and text may be trimmed off
- don't place logo, text and other important objects in this zone

DESIGN INSTRUCTIONS FOR FOLDED PRINTS

Leaflets, Greeting Cards, And Marketing Brochure

Step 1: Setting The Page Size

Please refer to the “Setting the Page Size” step for flat prints above (*Page 6*). Note however that all folded products must have two pages.

Step 2: Setting The Trim And Safe Zones

Please refer to the “Setting the Trim and Safe Zones” step for flat prints above (*Page 7*).

Step 3: Setup The Fold Positions

If you are going to get a professional-looking folded print, it's very important you pay attention to where the folds will fall. And depending on the product, you could have one, two or three fold points. You'll find more information on the next page.

Step 4: Setup Your Content Placement

After setting up the fold positions, you will have to place your content in the right order. Folded products we offer can have up to 8 panels.

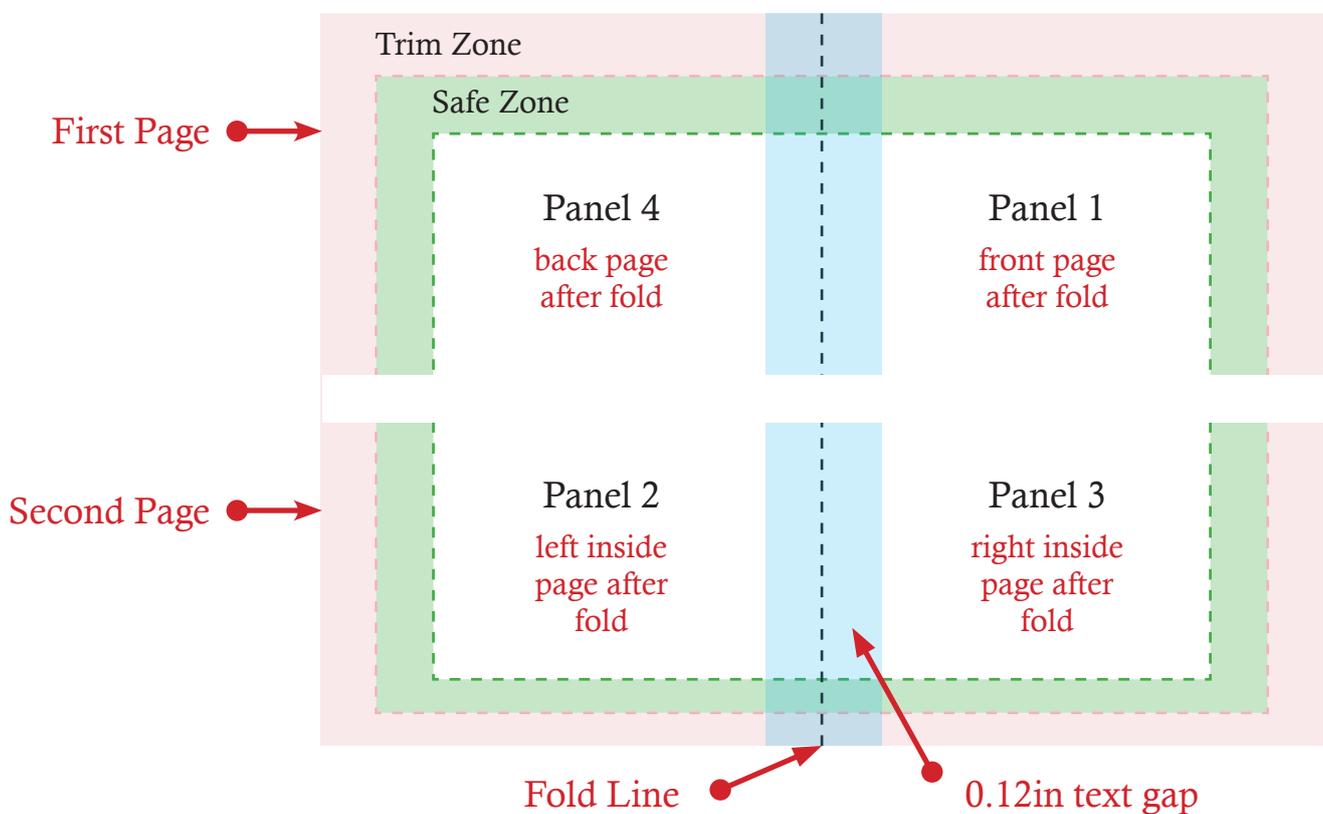
Panels are like pages after a fold and how you arrange your content is dependent on how many panels your print will have. An incorrect arrangement will make your print come out wrong. Please see next page for more information.

DESIGN INSTRUCTIONS FOR FOLDED PRINTS *(continued)*

Bi-Fold Products (1 Fold Line With 4 Panels)

Your print will be creased and folded exactly at the middle of the page. For the best outcome, please adhere to the following:

- Place a guide at the center of your page to remind you where the fold will fall.
- Keep text 0.12 inches from each side of the fold line.
- We recommend that you do not have texts run across the fold line for better readability.
- Use the diagram below to setup your content placement. We can not stress this enough, but you must be careful to place your content in the right panel and order.

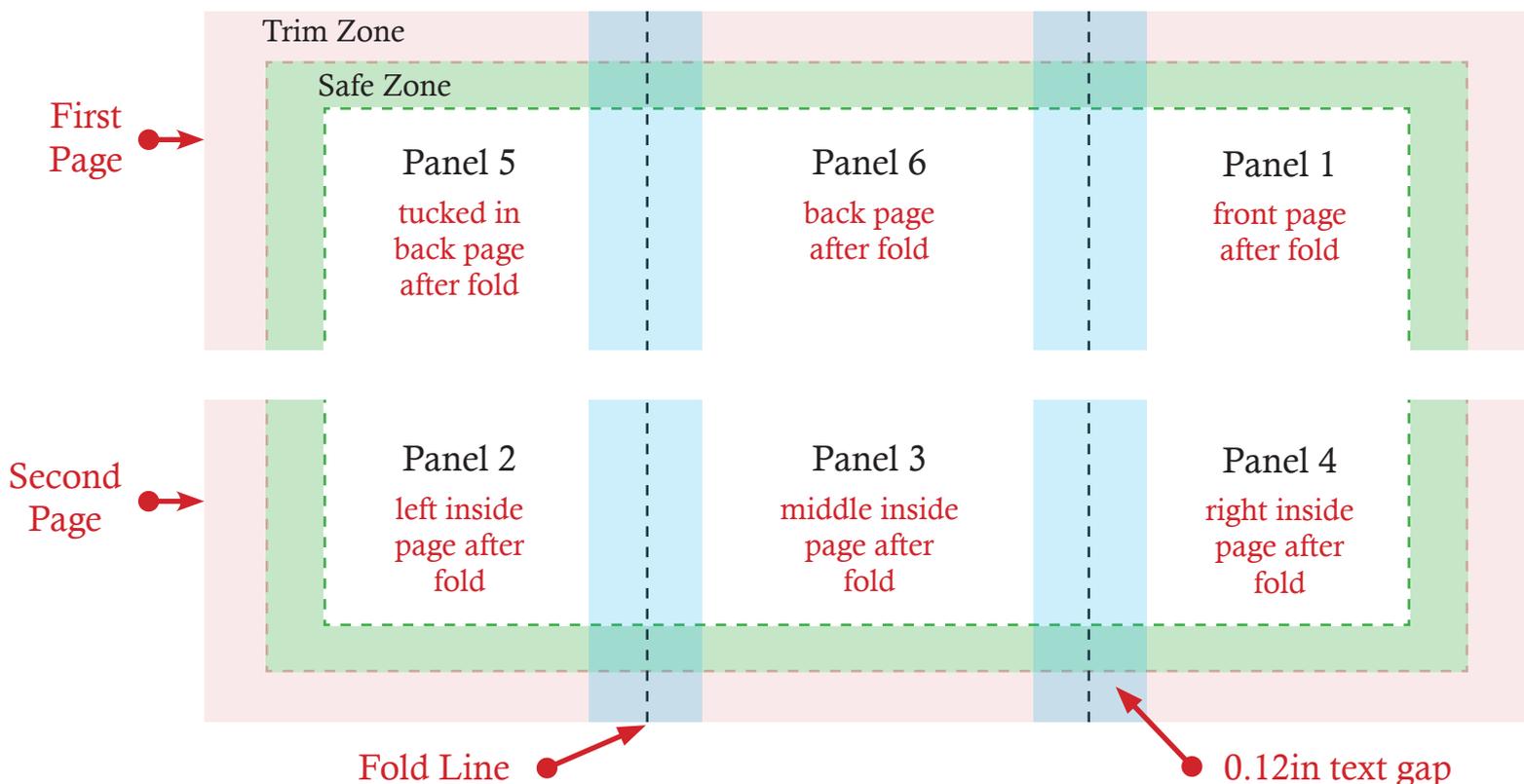


DESIGN INSTRUCTIONS FOR FOLDED PRINTS *(continued)*

Tri-Fold Products (2 Fold Lines With 6 Panels)

Your print will be creased and folded at two equal positions of the page. For the best outcome, please adhere to the following:

- Place a guide at two equal positions of your page to remind you where the folds will fall.
- Keep text 0.12 inches away from the fold lines.
- We recommend that you do not have texts run across the fold lines for better readability.
- Use the diagram below to setup your content placement. We can not stress this enough, but you must be careful to place your content in the right panel and order.

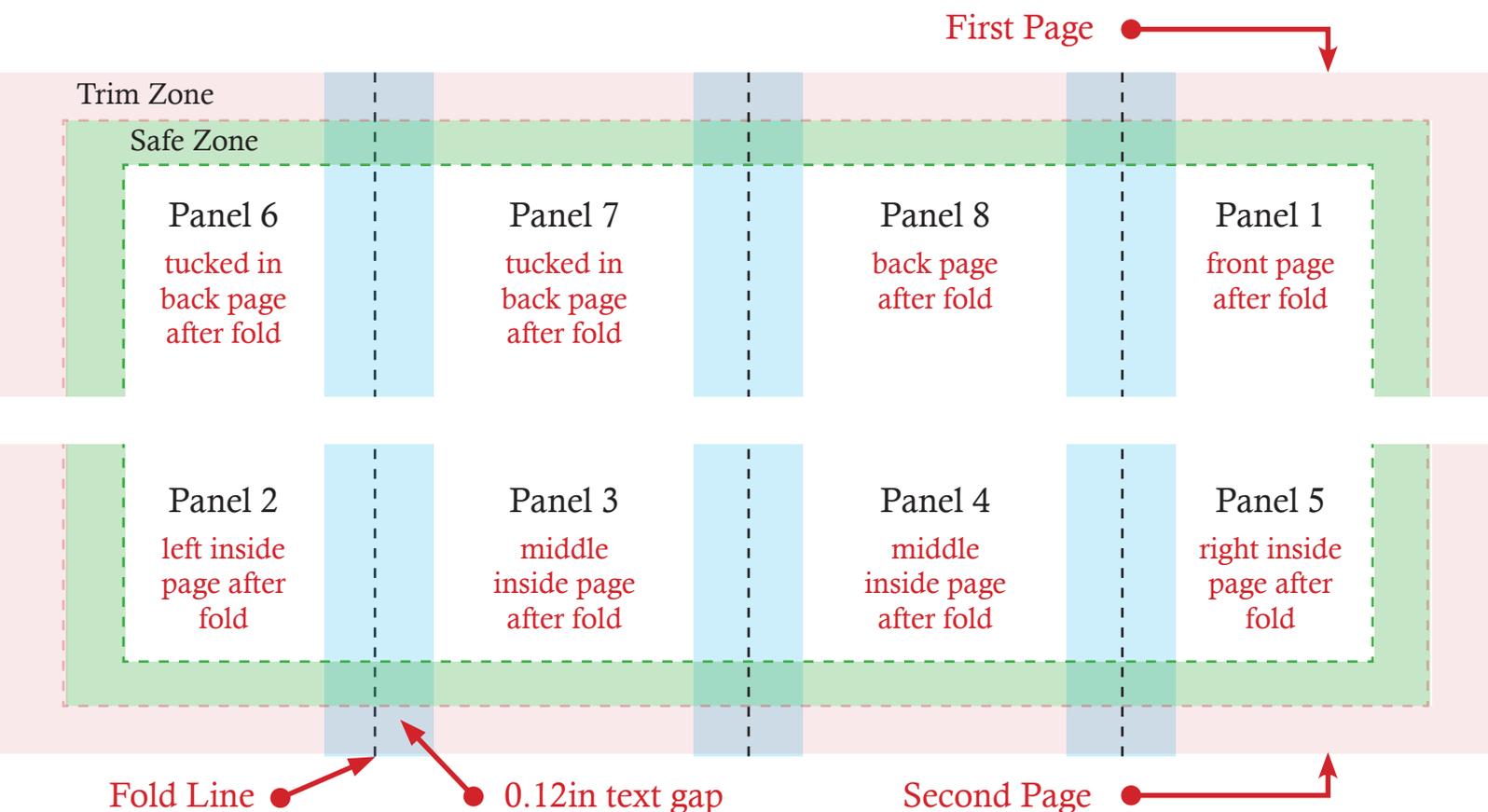


DESIGN INSTRUCTIONS FOR FOLDED PRINTS *(continued)*

Four-Fold Products (3 Fold Lines With 8 Panels)

Your print will be creased and folded at three equal positions of the page. For the best outcome, please adhere to the following:

- Place a guide at three equal positions of your page to remind you where the folds will fall.
- Keep text 0.12 inches away from the fold lines.
- We recommend that you do not have texts run across the fold lines for better readability.
- Use the diagram below to setup your content placement. We can not stress this enough, but you must be careful to place your content in the right panel and order.



DESIGN INSTRUCTIONS FOR BOUND PRINTS

Stapled Booklets

Designing Stapled Booklets requires a lot more experience than Business Cards or Leaflets so before you start, make sure you have the right skills to do this design all on your own. If you're certain you want to design it yourself, read the whole of this guide and follow this additional advice. If you're unsure about anything, please contact us before starting out; this could save you some heartache later on.

Design As Single Pages

Create separate pages in your design for each page of your Booklet. You must supply a multi-page document which includes the front and back covers as the first and last pages respectively. In addition, the total number of pages in the document must be divisible by 4. Please don't supply as spreads, facing pages or pre-imposed.

Add 0.24 Inch Bleed To Each Side

Booklets need more bleed than other products. Look at the finished page size of the Booklet and add 0.24 inches to each side of your page – a total of 0.48 inches across each axis.

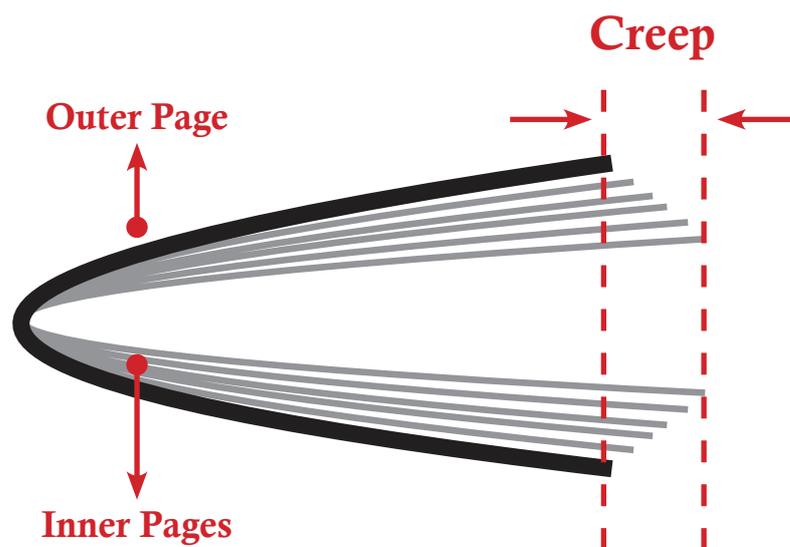
DESIGN INSTRUCTIONS FOR BOUND PRINTS *(continued)*

Avoid Objects Which Run Across Pages

It's unlikely that objects which run across pages will line up exactly. It's best to avoid them, or accept that there will be some vertical movement throughout your Booklet. You'll also need to allow for the bleed being trimmed off – ask us if you're not sure.

Allow For Creep

In a stapled booklet the bulk of the paper causes the inner pages to extend (creep) further out than the outer pages when folded. When trimmed the inner pages are narrower than the outer pages. The amount of creep is dependent on the number of pages and paper thickness. The thicker the booklet, the more you need to keep important objects away from the edges.



DESIGN INSTRUCTIONS FOR BOUND PRINTS *(continued)*

Mind Your Margins

As a result of creep, we'd advise you to leave at least 0.24 inch of 'Safe Zone' or 'white space' on the trimmed edge to avoid anything being chopped off. This will ensure that creep isn't as noticeable and that important items don't get trimmed off.

ABOUT COLOUR

Converting to CMYK

Your computer, scanner, digital camera and monitor create images using combinations of just three colours: Red, Green and Blue (RGB). Printing presses however use four different colours to print these images – Cyan (light blue), Magenta (pinky red), Yellow and Black (or CMYK – also known as Process Colour). At some stage of production, RGB images and colours must be converted to CMYK.

Conversions on images from RGB to CMYK are best done using software such as Photoshop and you should do this before uploading your file. If you don't perform the conversion yourself, our process will apply an industry standard profile RGB to CMYK conversion meaning that image colours may not print as expected.

Also note that because of the basic difference between RGB and CMYK, what you see on your digital devices may not be the true representation of the colours, and you should expect them to vary slightly from what comes out in print. The professional way to choose colours for your design is to use the industry standard Pantone Formula Guide. You can find out more at www.pantone.com.

ABOUT COLOUR *(continued)*

Getting The Most From Black

Black is black... or is it?! Well, it may surprise you to learn that there's more to black than meets the eye... literally.

To get the best from our process, black can be produced in two ways. The first method is single colour black, which is 100% black ink. This is ideal for printing elements with small coverage areas such as text or logos.

For larger coverage areas (like a black background), single colour black can appear washed out and uneven. To achieve a nice rich black, we recommend using the formula of **40%** Cyan, **20%** magenta, **20%** yellow and **100%** black which will give you a great result.

We don't recommend using rich black for text as any tiny deviation in registration will lead to a blurred effect.

WORKING WITH TEXT

Font Size And Colour

When working with small text, it's best not to use colours which contain more than one ink. It's fine to use coloured text in headlines or type above 12 points, but when used on a font type smaller than 12 points, blurring may become noticeable and the text won't look sharp. The same thing happens when you knock white text out of a coloured background of more than one ink.

Placing text over a photographic background can be tricky as the text may be hard to read. To overcome this, you may want to lighten or darken the image in an image editing software such as Photoshop, ensuring the darkening or lightening contrasts with the chosen colour of your text.

Embedding Fonts

Embedding fonts ensures that all of the font information used to make your document is stored as part of the PDF file. So, even if we do not have your font on our systems, we would still be able to process your files correctly. Conversely, if you don't embed your fonts and we don't have your fonts on our systems, then different fonts will be substituted instead at printing, causing your file to come out wrong.

Keep in mind, that you may not have the printing rights for a font and that some fonts are only screen fonts and can't be used to print. With these kind of fonts, you will not be able to embed them in your PDF file.

More Help Needed?

*Contact us at support@avidaprints.com or
Visit www.avidaprints.com*

avida