



# design specifications

artwork must be supplied correctly in order to be printed correctly

## file format

We only accept:

- PDF files (High Resolution)
- InDesign files. InDesign files must be collected
- Illustrator Files - AI or EPS files (encapsulated post script)

(All Supplied Files must have - embedded fonts, links and CMYK images used in the artwork)

## resolution

- All images/artwork must be 300 dpi or greater. Images must be 300 dpi (dots per inch) when viewed at 100% (converting a lower resolution file to 300 dpi will NOT improve the image!!!). Please note that standard web/internet images are only 72 dpi and are not of a high enough quality for printing. The use of such images may also be a breach of copyright.

## colour mode

The colour mode of all artwork must be CMYK and not RGB. CMYK gives more predictable results than RGB. No responsibility will be taken in images are supplied as RGB. Pantone Files will not be accepted - as we are a full colour bulk run printing company.

## fonts + typefaces

All fonts/typefaces must be embedded or outlined. If you do not embed the fonts they will be substituted by other fonts and your work will no longer look the same.

## bleed+ trim marks

Ensure your artwork has trim marks set to the correct finished size and 3mm-5mm bleed area. We also require 3mm internal bleed.

## general spec's

Ensure your graphic designer is working with overprint preview switched on and not off. Otherwise this setting may cause information to disappear when printed. Select Print Solution Pty Ltd is not responsible will be taken.

## printing booklets

To count catalogue pages, count sequentially the way you would count pages in a book or magazine, but include the front and back outside and inside covers. Count the front cover as page 1, the inside left cover as page 2, and so on. Make sure the total amount of pages in your catalog is a multiple of four.

The booklets must be supplied as single page and double page spread.

When including the Front and back covers they will consist of the outside and inside text or images meaning it will consist of four pages as a spread and single page document.