



## To avoid additional artwork charges, please supply artwork as per the following specifications:

### FILE FORMAT

- We require all artwork files to be supplied as an ADOBE ACROBAT PDF.
- Artwork to be set up and supplied at the actual size of the required print job.
- Proofread all files. We are not responsible for errors in submitted files.

### FONTS

- All fonts are to be embedded with the PDF artwork.
- Preferably all type should be outlined.

### BLACK TEXT

- All black TEXT should be set up as 100% K.
- Please do not supply black text as CMYK black.

### IMAGES / LINE ART

- Process graphics MUST BE IN CMYK - NOT RGB
- Image resolution should be at 300 dpi AT FINAL SIZE, for grayscale & CMYK images
- Use 1200 dpi for bitmap line art.

### BLEED AND TRIM MARKS (refer to diagram)

- A minimum 3mm of EXTERNAL bleed is required on all artwork.
- A minimum 7mm of INTERNAL bleed is required on all artwork. This is very important when considering page number position on multipage booklets/Catalogues.
- Please provide trim marks on all artwork, except when the job requires form cutting. For Diecut jobs, please refer to forme cutting specs below.

### MULTI-PAGE DOCUMENTS

#### 4pp folded, 6pp folded, 8pp folded documents

- Each file should be setup with 3mm external bleed and a 5mm internal bleed to all sides.
- Trim marks to all pages need to be supplied.

#### 1pp, 2pp and Booklets/Catalogues.

- Please setup as separate files for each page. Please ensure that files are named as page 1, page 2, etc.
- Each file should be setup with 3mm external bleed and a 5mm internal bleed to all sides. Trim marks to all pages need to be supplied.
- For booklets and catalogue that are not self cover, please include separate files for both front and back covers labelled as such. This also applies to the inside covers.
- In the case of a cover where a spine is required, please contact Swann printing for a spine width. These type of covers should be setup as a spread.

### EMBELLISHMENT INFORMATION

- Digital file for embellishments should be 100%, black and white line art.
- Supply art for embellishments as a single file with colour separations. ie: each embellishment should be a separate plate / spot colour, and labelled. (ie: First plate for foil stamping, labelled as FOIL, second layer for embossing, labelled as EMBOSS, etc.)
- Converting printing/artwork files to line art is necessary for manufacturing dies.

### Forme Cutting

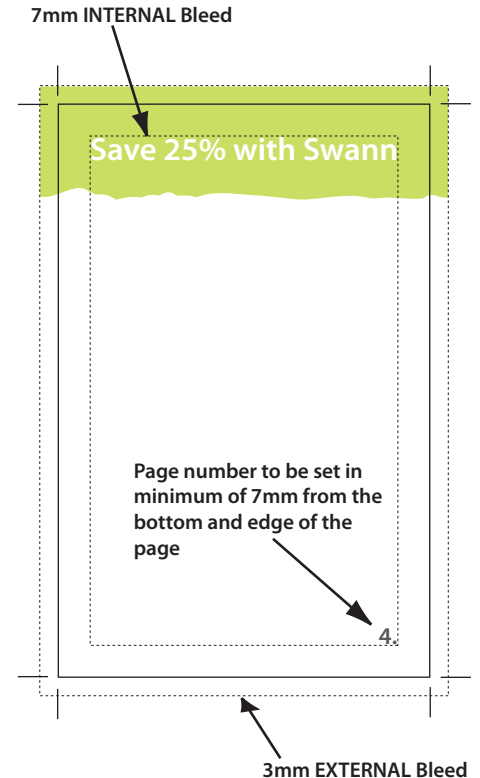
- Keep ample space between die cut windows (and creases) and the edges of the sheet to avoid false creases and tearing.

### Foiling

- Include all embedded fonts, .tiffs and .eps'
- Minimum 9 pt type for text that is to be foiled, Minimum 1 pt for ruler and outlines. Avoid outline, bold and shadow fonts.

### Embossing

- Minimum 9 pt type for text that is to be embossed, minimum 1 pt for ruler and outlines.
- Avoid placing text that is to be embossed/debossed within 6mm of folds or edges etc.



If you are unsure about setting up your artwork please call Swann Printing on 1300 799 825 and we will be happy to help.