Artwork Guidelines

ACS Swan Express Print only considers artwork to be print-ready if it meets the following requirements and no further adjustments are required in-house.

To avoid additional costs to your printing please check the requirements below and contact us if you need further clarification.

Margins, Borders, Bleed & Crop Marks

Artwork considerations

- 3mm margin
- Trim edge
- 3mm bleed

Print-ready artwork

Print Requirements

Bleed
Minimum 3mm bleed for general work, 5mm for books and presentation folders or 10mm for large signage.

Borders
Minimum 4mm PLUS bleed for borders on the page edge.

Colours (see overleaf for RGB vs CMYK)
TEXT: Please use Process Black NOT Rich Black to avoid registration problems. It is best to avoid any tints or transparencies in fine text for the same reason. Reversed text should be no smaller than 8pt.
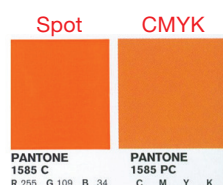
GRADIENTS: Require a minimum dot of 2% (e.g. 100%-2% NOT 100%-0%)

INK COVERAGE: Maximum 280-300% for offset work.

COLOUR PROFILE: CMYK

If using PMS spot colours please specify.

Note: Be advised that not all spot colours transition well to CMYK (see right).

Spot	CMYK
PANTONE 1585 C	PANTONE 1585 PC
R 255 G 109 B 34	C M Y K

Die Lines
Please supply artwork both with AND without the dieline or alternatively supply the dieline on a separate document/page.

Drill Holes
Drill hole margins should equal the size of the drill hole, e.g. a 5mm drill hole must be at least 5mm in from the edge.

File Format
"Press Quality" PDF files are preferred.

Please supply all Word/Excel/Powerpoint & Publisher documents as PDFs to avoid font issues.

Note: Microsoft Office applications are not programs designed for the print industry and the final product may differ from the original artwork. These programs operate in RGB mode which is a web format as opposed to digital print which is CMYK so colours may not print as expected. Artwork supplied in RGB black will count as a colour copy when printed unless it is converted to process black.

LABELS: Vector art is preferable. Ensure all fonts are outlined/converted to paths and any linked images are embedded.

SIGNAGE: Ensure all fonts are outlined/converted to paths and any linked images are embedded.

Margins
Minimum 3mm inside the trim edge for business cards and labels and 5mm for all other work. Allow extra room on the corners if the job has rounded corners.

Opaque White
Create a spot colour named "White", set to overprint and place on a separate layer.

Resolution
If you supply low quality artwork or images, that is what you will get. What looks OK on your computer screen or on the web may not be suitable for professional print. If you are not sure, check with us first.

Photos should be at least 300dpi for best results. All line art or bitmap images should be 600 dpi or higher.

Photos and logos taken from the internet are not acceptable for commercial print as they are typically 72 dpi.

Varnishes
Create a spot colour named "Varnish", set to overprint and place on a separate layer.

Email

Email artwork to: info@acsswwan.com.au

Links to larger files may be sent via the free versions of applications such as "WeTransfer".

Vector Art Versus Raster/Pixel Art

Because vector-based images are not made up of a specific number of dots, they can be scaled to a larger size and not lose any image quality. If you enlarge a raster graphic (e.g. jpg, png), it may look pixellated. When you enlarge a vector graphic, the edges of each object within the graphic stay smooth and clean. This makes vector graphics ideal for logos, which can be small enough to appear on a business card, but can also be scaled to fill a billboard. Common types of vector graphics include Adobe Illustrator and EPS files.

Many Flash animations also use vector graphics, since they scale better and typically take up less space than bitmap images.

Example:

jpg (Raster) art

Raster art
Enlarged jpg consists of pixels instead of lines. Artwork cannot be manipulated.

Vector art

Vector lines can be selected and manipulated

Vector art in outline mode
Clean sharp lines which can be scaled up or down & still retain quality.

RGB vs CMYK

RGB is used for computer monitors and the web. It has a very different colour spectrum to CMYK (4 colour process) which is used for printing. Basically RGB has a wider colour gamut, is the preferred option for many Adobe filters and is better for colour correcting photos and artwork. However the final artwork will need to be converted to CMYK for print. This is where colour issues arise as the CMYK colour gamut is more limited and some RGB colours don't convert well.

ALWAYS keep your original RGB files and create a separate set when converting to CMYK as once the files have been converted there is no going back.