



PUSHPRINT
ARTWORK
SPECIFICATIONS

Artwork Specifications

ARTWORK
SPECS.

The 8 main points to follow when creating artwork are:

- 1 Files must be supplied as:**
 - PDF** press ready with all fonts & images embedded
 - PSD** layers flattened
 - JPG** maximum quality
 - TIF** layers flattened
 - EPS** fonts converted to outlines
 - AI** fonts converted to outlines

Office Packages We accept files saved in Microsoft Office packages (Word, Powerpoint, Publisher, Excel etc), but there is important information for these file types in 'Office Hints & Tips' on page 03.

Templates in PSD and AI format are available for all standard A sizes, stationery & 60x40 posters - please email orders@pushprint.net to request the template you need.

- 2 Setup** Files must be supplied 1 up to the correct size with bleed (where applicable). Please see paper size chart on page 03.

- 3 Bleed** Please ensure 3mm of bleed all round the page. The section 'Bleed' on page 3 further explains bleed & its importance.

- 4 Margins** Please ensure that all text, logos, graphics, images etc are 5-10mm in from the edge of the finished page size.

- 5 Resolution** must be at least 300dpi for print. This ensures good quality output.

- 6 Colour** Ensure artwork is converted to the CMYK colour space (no spot colours or RGB) or grayscale if your artwork is to be printed in black and white.

- 7 Fonts & Links** All fonts must be converted to paths or outlines (where applicable) & images/logos etc embedded within the file.

- 8 Layers** All layers must be flattened

Important note: All print ready artwork must be supplied in line with these specifications. Artwork received out with these specifications may be subject to additional amendment charges. Push Design and Print cannot accept responsibility for print errors or late deliveries where artwork has been supplied incorrectly.

If you have any questions or need any further assistance in setting up your artwork, please do not hesitate to contact the studio on **0141 332 0072**, or email your enquiry to studio@pushprint.net

Bleed

Bleed is extra space around the outside of the printed area. If the background colour or image goes 'off the edge', 3mm of bleed must be added onto each edge of the artwork. The background image or colour should extend into this bleed area, but keep all important info/text/logos etc out of this area as it is trimmed off when the page is cut down to the required size. Adding bleed ensures there will be no white area around the edge of the page. Please have a look at the paper size chart that shows dimensions including bleed area of our most popular products. If you are still unsure, please call or email.

'Office' Program Hints & Tips

'Office' programs such as Microsoft Word, Publisher, Powerpoint Excel etc., are not commercial design & print packages. Files created in these packages are converted to PDF for print and this conversion can occasionally generate unexpected results. A proof will always be supplied for you to check carefully for any changes in the document. All images/logos etc. must be sized properly within the file and all items out with the artboard must be deleted.

This information is given as a guide only and Push Design and Print cannot be held responsible for any unexpected or unwanted results generated from files created in 'Office' packages.

Resolution

All non-vector artwork should be supplied at a minimum of 300dpi (dots per inch). Artwork supplied lower than 300dpi may print blurred, fuzzy or pixelated.

Fonts & Linked Files

All fonts must be embedded within the file, converted to paths or outlines or text layers flattened where applicable so that there are no font problems.

All photos, images, logos and graphics must be embedded or flattened in the finished files. If links are not embedded, this could cause images or logos to print at low resolution.

Paper Sizes

To make creating your own artwork a little easier we have compiled the paper size chart below which shows the width and height in millimetres (mm) of the most popular sizes and products and the overall size including bleed.

Size	Finished Size	Inc. Bleed
A0	841 x 1189	847 x 1195
A1	594 x 841	600 x 847
A2	420 x 594	426 x 600
A3	297 x 420	303 x 426
A4	210 x 297	216 x 303
A5	148 x 210	154 x 216
A6	105 x 148	111 x 154
A7	74 x 105	80 x 111
Credit Card	55 x 85	61 x 91
Business Card	55 x 88	61 x 94
Compliments Slip	99 x 210	105 x 216

We can supply templates for these and any other standard sizes in PSD or AI format - email studio@pushprint.net

Placing Your Order

ORDER
PROCESS

Ready to place your order?

Once we have received your order request either by phone or email, we will email confirmation of your order and details of how to make payment. Please note that we will only proceed with artwork and/or proofs once payment has been received.

Sending Print Ready Files?

If you are sending print ready artwork, these can be sent to Push either:

by Email

Files should be sent to orders@pushprint.net

Please ensure that the total of file sizes attached does not exceed 10MB. Files over this size may not be received or clog up your outbox and our inbox. If your files are over 10MB, please send over two or more emails or by File Transfer (details below). Please ensure your full contact details are included within the email.

by File Transfer

Larger files (up to 2GB) can be sent via www.wetransfer.com, a free file transfer website.

Simply:

- Zip your files (up to 2GB)
- Go to the website <http://www.wetransfer.com>
- Enter your email address in the 'From' box
- Enter orders@pushprint.net in the 'To' box
- Click 'Select File' and attach your zip/stuffit file
- Add your ref no and a short message detailing the job
- Hit 'Send It'

Your file will be uploaded and a confirmation email will be sent to you and to Push which will include a link to

download the file. Please email orders@pushprint.net and state that you are sending the files via [wetransfer](http://www.wetransfer.com). Include full contact details and your job reference numbers within the email.

by Post

Files should be sent on CD or memory pen to:

Push Design and Print Ltd. (FAO: Studio)
63 Townsend Street
Port Dundas
Glasgow
G4 0LA

Hard Copy & Mock-ups

For all artwork supplied that requires a particular imposition or folding, it is helpful if you send a hard copy or electronic mock up along with the print files of exactly how your job should look. This allows us to see the correct page order, backup & folds and helps to spot any potential problems before we prepare your proof/go to print.

What happens next?

Once we receive your order confirmation approval and payment, a proof will be prepared by our studio and emailed for your approval.

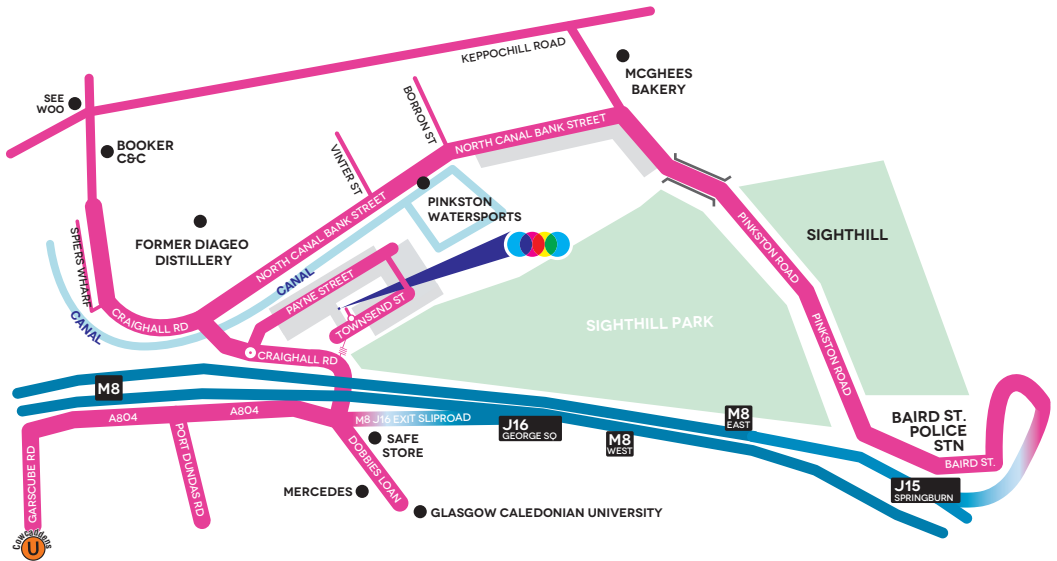
Print ready files will be checked for size, bleed, layout and print quality and if there are any issues, we will inform you and ask you to send corrected files. We may be able to correct small problems in the studio, but this may be subject to an amendment charge - you will be notified of this before we proceed.

Once your proof is approved, we will print your order to be collected or despatched to you.

push print

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www.pushprint.net