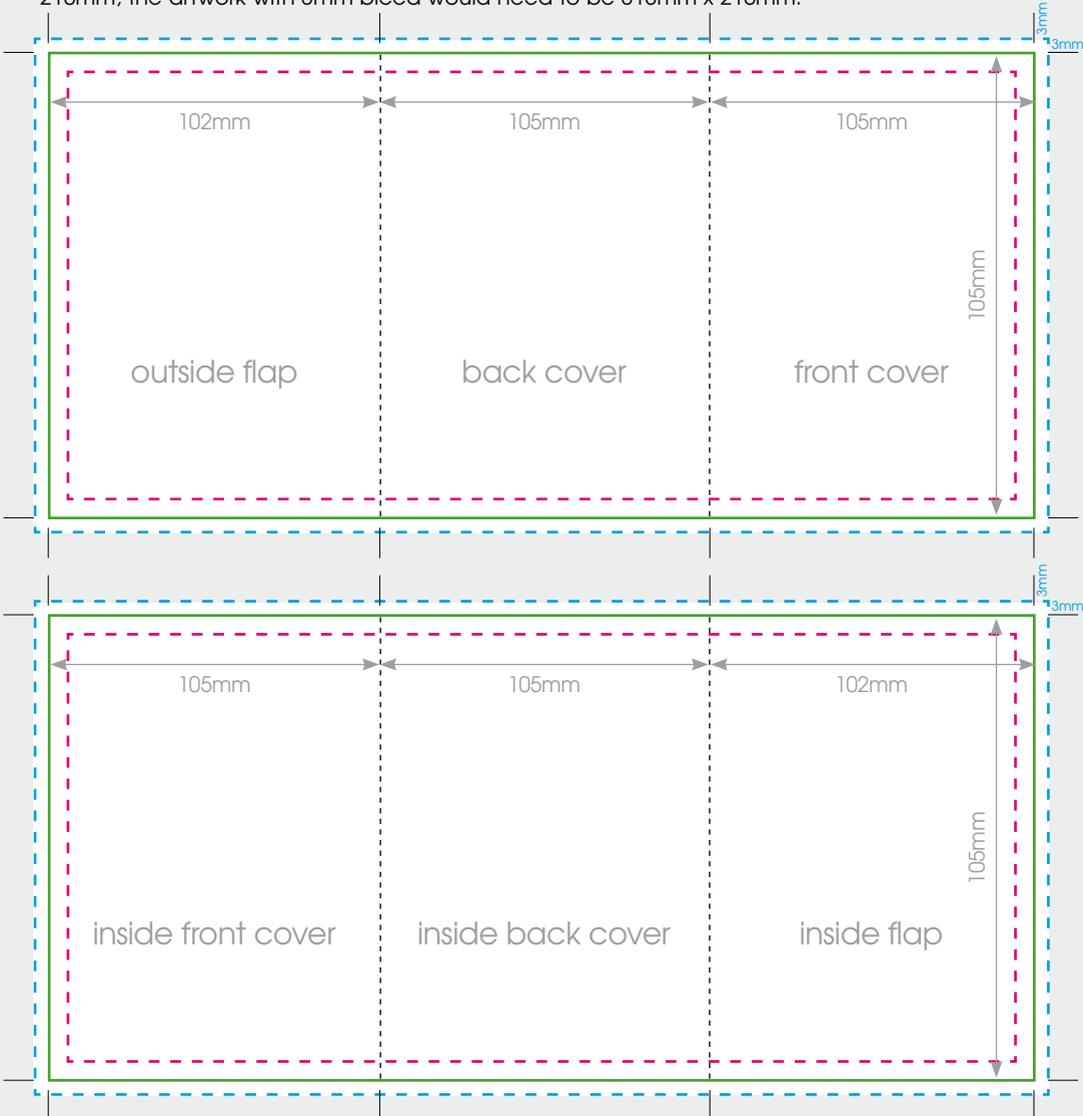


ARTWORK GUIDELINES

DL LEAFLETS 6 page (312mm x 210mm)

What is bleed?

Bleed is where the image runs off of the cropped size of the flyer. We require 3mm bleed on all sides to allow for any slight movement when the flyer is cropped to size. Without bleed you could be left with a slight white trim in places. The final A4 leaflet after being cut to size will be 312mm x 210mm, the artwork with 3mm bleed would need to be 318mm x 216mm.



Final Flyer when cut to size

Fold lines

3mm bleed on all sides

Try to keep text within 4mm from the page edge

ARTWORK GUIDELINES

DL LEAFLETS 6 page (312mm x 210mm)

Supplying PDF artwork in the correct format

All PDF files have to be supplied as press-resolution. A PDF file is the industry standard format. All fonts should be embedded or changed into outlines. The PDF must be supplied as CMYK and not RGB. If you have worked in RGB and then convert to CMYK then the colours may change a great deal so it is essential to work in CMYK from the start. All Pantone colours must be converted to CMYK process. Any errors in supplying the PDF in the correct format will result in a delay for the flyer to go to print until it is resolved. The design studio you have used will be able to supply the PDF quickly and easily though. If you decide to use UKPrint4U to produce your artwork then the PDF will of course be 100% compatible and ready to print without and delays. All crop marks and registration must be in place.

Supplying layouts correctly

The file must be supplied as 2 pages with the front cover, back cover and outside flap on one page as a spread and the inside front cover, inside back cover and inside flap as another full spread on the second page. All images must be 300dpi (72dpi low resolution image will look pixelated when printed even though they look fine on your computer screen).



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