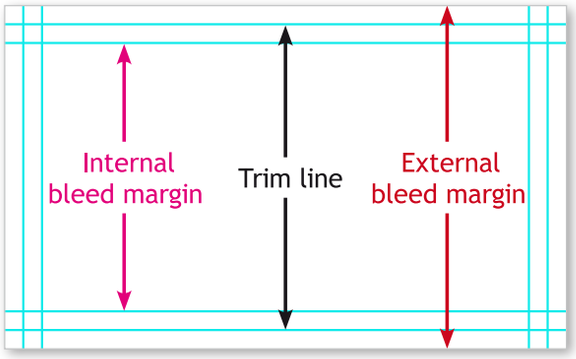
ADOBE PHOTOSHOP TEMPLATES INSTRUCTIONS
X BANNERS

UNDERSTANDING BLEED:

If you are supplying press ready artwork you need to understand how to setup your bleed correctly.
This template has been preset with internal and external bleed margins to help you correctly prepare your artwork.

IMPORTANT: You need to carefully follow these instructions when preparing your artwork.
Failure to do so may result in artwork incorrectly prepared for print.

When you open up the template file you will be greeted with guides similar to the diagram below:



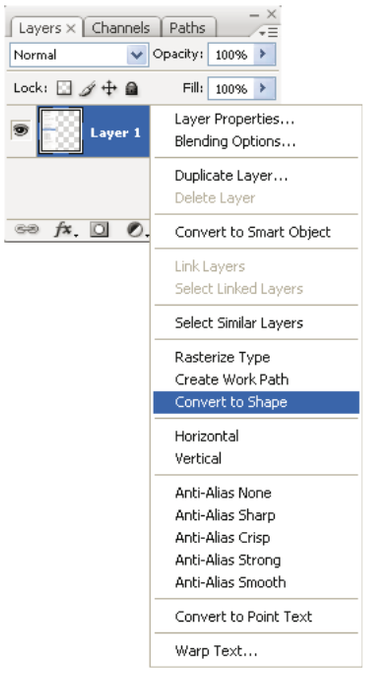
The **very edge of the template** is the external bleed margin. All background images, colours, patterns and artwork elements which extend to the trim edge must also extend to the external bleed margin.

The blue outer guides represent the trim edge. This is the line along which your printing will be trimmed.

The blue inner guides are the internal bleed margin. All text, logos and important graphics must be kept within the internal bleed margin. Any text or images that extend beyond the internal bleed margin risk being trimmed off during finishing.

! *Please note: We recommend all images should be set to 300 dpi. Images with a resolution of less than 250dpi may appear pixilated, blocky or blurry when printed even if they appear clear and sharp on screen. Increasing the resolution higher than 300dpi just results in bloated files with no improvement in print quality.*

USING THE ADOBE PHOTOSHOP TEMPLATE:



1. Open the template.
2. If you cannot see the guides make sure guides are turned on.
   To do this go to View > Show > Guides.
3. Create your design.
4. Ensure you have followed all instructions in the above section titled 'Understanding Bleed.'
5. Please convert your fonts to shapes.
   To do this, select all layers that contain text, right click and select Convert to Shape (Refer to the screenshot on the right).
6. Save your file as a Photoshop PDF.
   If you do not have the capabilities to do this then you may supply your file as a flattened TIFF or a high quality JPEG.

Please carefully check your final file before uploading your artwork.

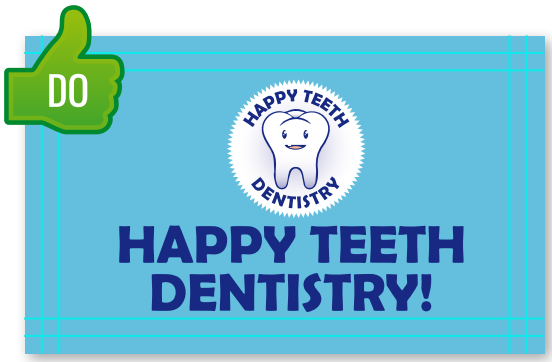
! *Please note: You can download our job options file from our website and print your PDF using our job options file. By distilling your artwork with our job options file you may see possible errors in how your artwork has been set up before you supply the artwork to us. For the best results, PDF files should be created using Adobe Acrobat Distiller.*

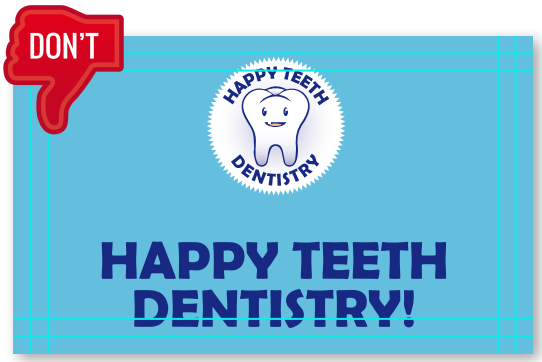
See next page for Artwork Do's and Don'ts >

These templates are designed to assist in artwork creation only. Use of these templates does not automatically guarantee correctly prepared artwork for commercial printing. We recommend that all artwork be prepared by qualified pre-press graphic designers experienced in the print industry. We cannot be held responsible for artwork not correctly prepared for commercial CMYK offset printing. Should you choose to supply your own artwork, the ultimate responsibility lies with you, our valued client. Please feel free to contact our print estimating team if you would like more information or quotation on using the services of our own in-house design department.

CMYK COLOUR ONLINE

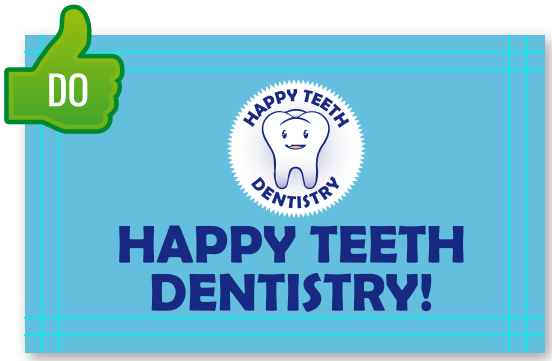
ARTWORK DO'S and DON'TS

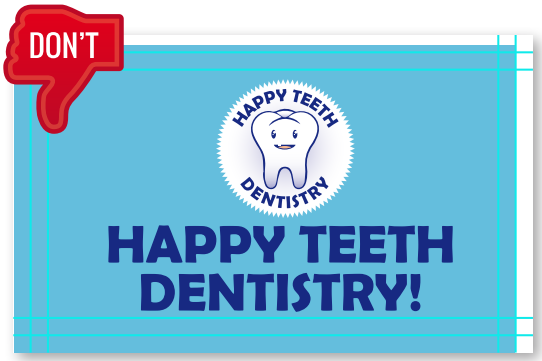




Internal bleed

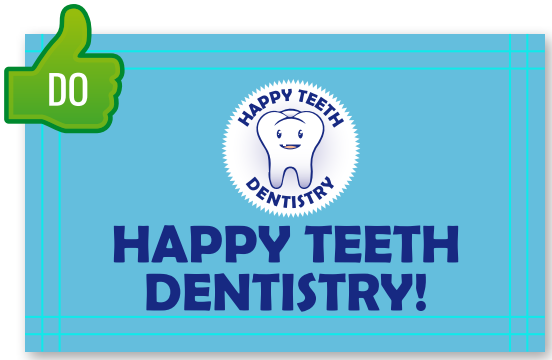
Make sure all your text and logos are within the internal bleed margin, otherwise they may be trimmed off.

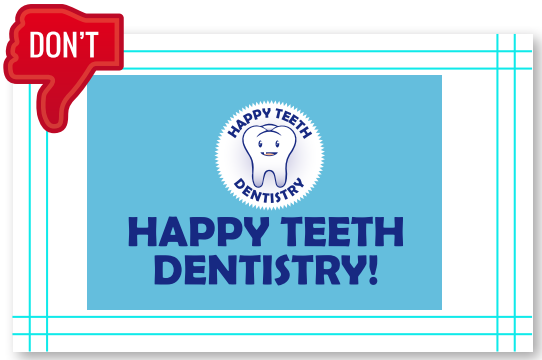




External bleed

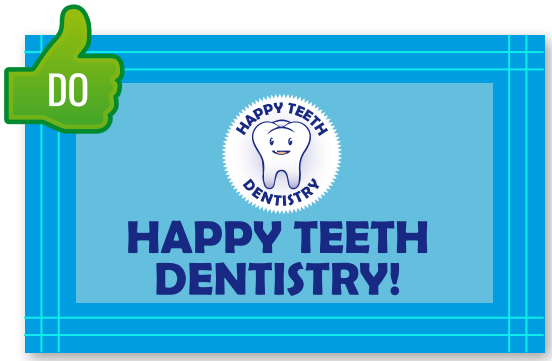
Make sure all backgrounds/elements that meet the trim edge extend to the edge of the external bleed margin so you won't have any white edges.

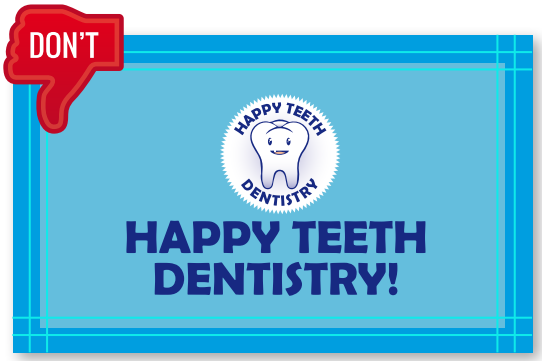




Artwork Size

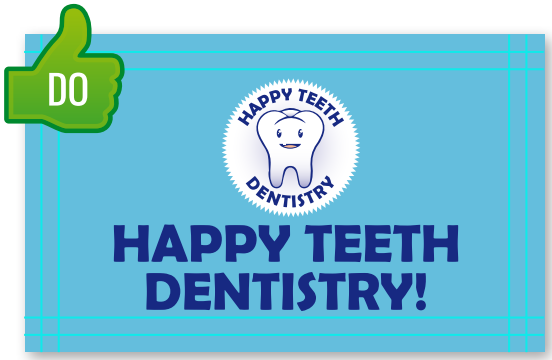
Make sure your design is the right size or it may be automatically resized which may distort your artwork.





Border width

Make sure all borders are at least 50mm from the trim edge to avoid any uneven borders.



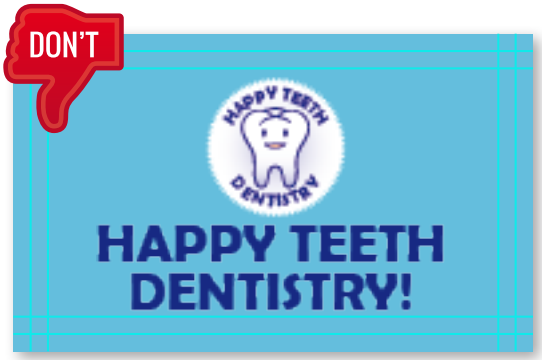


Image Resolution

Make sure all images and rasterized text are 300dpi when placed at 100% so they won't look blurry or pixilated when printed.