th*print*shop ™

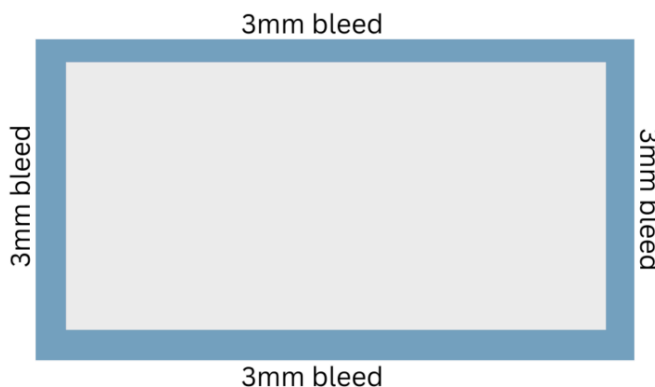## How to prepare artwork for printing at The Print Shop:

Thank you for choosing The Print Shop! To ensure your print projects turn out perfectly, please follow these guidelines when preparing your artwork for submission. Following these instructions will help us avoid delays and ensure the highest quality print results.

1. Bleed:

- Please include a 3mm bleed on all sides of your artwork. Bleed is the extra artwork that extends beyond the final trim size. This ensures that no white edges appear on your finished product after it's cut. For example, if your final print size is A4 (210mm x **297mm), your artwork file should be 216mm x 303mm.**
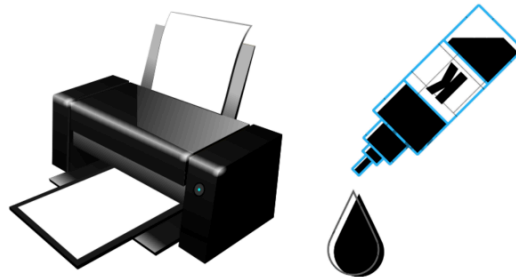

2. Colour Profile:

- All artwork must be supplied in CMYK (Cyan, Magenta, Yellow, Key/Black) colour mode. This is the standard colour mode for professional printing. Artwork submitted in RGB or other colour modes may result in colour shifts or inaccuracies in the final printed product.

3. Black Ink:

● For areas of solid black, please ensure your black ink is set to 100% K (Key/Black). Avoid using a "rich black" or composite black unless specifically required for your design, as this can sometimes lead to issues with ink drying and smudging.

4. Layers:

● Before submitting your artwork, all layers must be merged and flattened. This simplifies the file and prevents any issues with missing fonts or layer effects during the printing process. Flattening the image ensures that what you see is what we print.
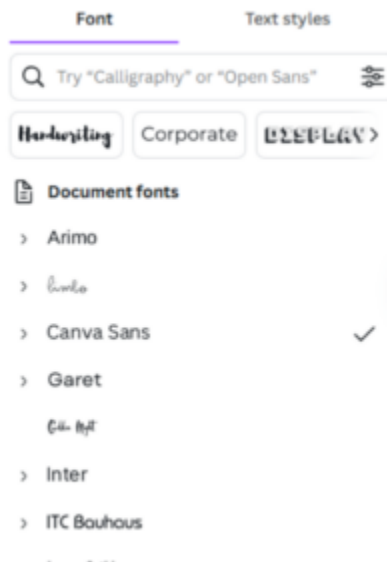

5. File Format:

● Please supply your artwork as a flattened, merged PDF (Portable Document Format). This is the preferred file format for printing as it preserves fonts, images, and layout. Please ensure the PDF is not password protected.

6. Fonts:

- Please send us all fonts used in your artwork. This is crucial for us to be able to properly process your files. You can either embed the fonts in the PDF (preferred) or send them as separate font files (e.g., .otf, .ttf). If embedding the fonts, please double check that the fonts are actually embedded and not just subsetted.

Summary Checklist:

- [ ] 3mm bleed on all sides
- [ ] CMYK colour profile
- [ ] 100% K (Key/Black) for solid black areas
- [ ] All layers merged and flattened
- [ ] Flattened, merged PDF file format
- [ ] Fonts embedded in PDF or supplied separately

If you have any questions or require further assistance, please don't hesitate to contact us. We're here to help!

The Print Shop

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