

Supplying your Artwork

1. Page Size

Make sure your document is the correct size for what you're printing.

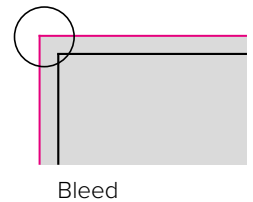
Example: A4 is 210mm x 297mm, but that's before adding bleed!

2. Bleed (3mm Required)

Bleed is extra space around your artwork that gets trimmed off.

It prevents white edges after cutting.

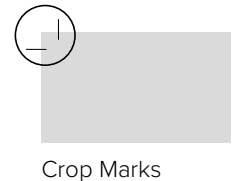
- Add 3mm on each side of your artwork
- So A4 (210x297mm) becomes 216x303mm with bleed
- Make sure backgrounds or edge images stretch into the bleed area



3. Crop Marks

These are small lines in the corners that show where to trim your artwork.

- Always include crop marks when exporting or saving your file
- Most design programs have an option to tick these when saving as a PDF



4. Orientation

Check that your file is set up the right way round, portrait (vertical) or landscape (horizontal), to match how it should be printed.

5. Image Resolution

Use high-resolution images, at least 300 DPI (dots per inch) for sharp, professional print quality.

Avoid low-res images copied from the web, they'll likely appear blurry or pixelated.

6. Colour Mode: CMYK

Files for print need to be in CMYK colour mode, not RGB.

- RGB is used for screens and won't print accurately
- If you send us an RGB file it will be converted but the colours might shift

7. Save as a High-Resolution PDF

The most reliable file type is a Press Quality PDF with crop marks and bleed included. This format gives the best consistency across screens and print.

Additional Artwork Tips:

- Convert all text to outlines before saving your final artwork
This ensures your fonts display correctly even if we don't have them

- Supply logos and key graphics as vector files (e.g. .ai, .eps, or embedded in PDF). Vectors can scale to any size without losing quality, making them perfect for sharp edges, especially on signage or small printed details

How to Add Bleed and Crop Marks in Design Programs:

InDesign:

- File - Document Setup - Bleed and Slug
- Add 3mm bleed on all sides
- File - Export - PDF - Marks and Bleeds - Tick 'Crop Marks' and 'Use Document Bleed Settings'

Canva:

- File - Settings - Show Print Bleed
- Share - Download - PDF Print - Tick 'Crop Marks and Bleed'
- Manually add 6mm total size (3mm on each side)

Microsoft Word/PowerPoint/Photoshop:

- Set A4 to 216x303mm, add guides to mark final trim area

Final Checklist:

- Correct page size and orientation
- 3mm bleed added on all sides
- Crop marks included
- Images at 300 DPI resolution
- Colours set to CMYK
- Text converted to outlines
- Logos and key elements are vector based
- Files saved as high-res PDF with bleed and crop marks

Need Help?

We're happy to check your files before print.

Email hello@madebybison.co.uk or call **01622 677 541**.

If your file is over 10MB, please use our WeTransfer link to upload your file - <https://madebybison.wetransfer.com/>