

Supplying your Artwork

1. Page Size

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

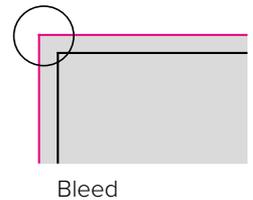
Example: A4 is 210mm x 297mm - but that's before adding bleed!

2. Bleed (3mm Required)

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

It prevents white edges after cutting.

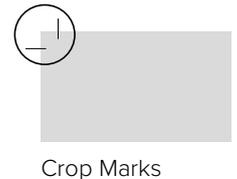
- Add 3mm on each side of your artwork
- So A4 (210x297mm) becomes 216x303mm with bleed
- Make sure backgrounds or edge images stretch into the bleed area



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 – 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/>