



Artwork guide

EVERYTHING YOU NEED TO SUPPLY PRINT-READY ARTWORK

Following these guidelines helps ensure your order prints exactly as expected, avoids delays and prevents additional artwork charges.



How it works



Before you send,
double check



All copy is spell checked (no typos)



Linked images are embedded and showing



No low-resolution images



Document opens correctly



Print-ready checklist

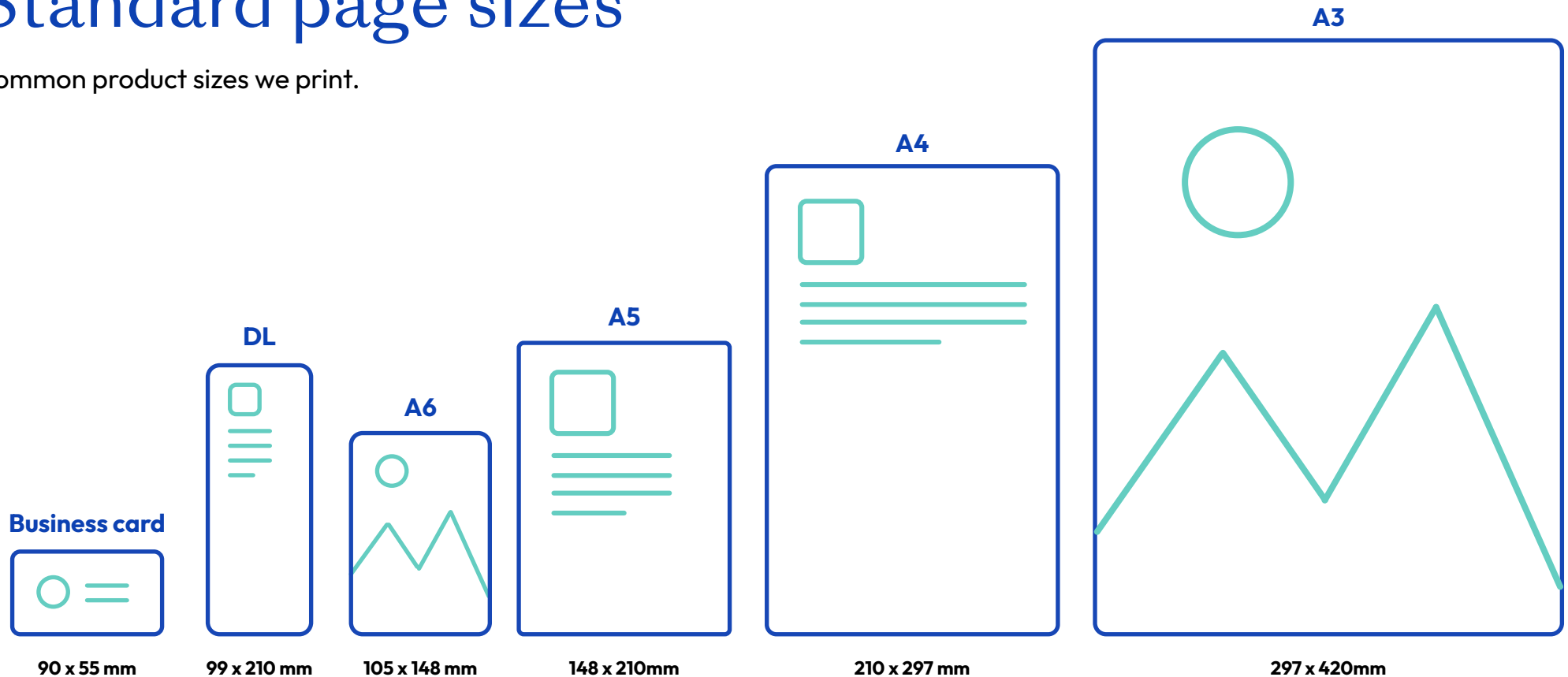
Use this checklist to ensure your artwork is print ready and meets our production requirements.

	IMAGES ARE 300 DPI Photos and illustration resolution should be 300 dpi.	☐		CROP MARKS Crop marks are included.	☐
	CMYK All colours are converted to CMYK (no PMS colours, RGB, LAB, etc).	☐		CORRECT PAGE COUNT Page count matches the order specifications and is combined into 1 PDF file per kind of artwork.	☐
	FONTS EMBEDDED OR OUTLINED Fonts should be embedded or outlined.	☐		ONE PDF PER ARTWORK One PDF should be supplied for each artwork item.	☐
	CORRECT DOCUMENT SIZE Trim size of your document matches the order specifications.	☐		DIELINES SUPPLIED CORRECTLY Any dielines, fold or perforation lines are overlaid onto the artwork as a spot colour and set to overprint.	☐
	3MM BLEED Crop and bleed marks included, minimum 3mm bleed (5mm for booklets)	☐		SPECIAL FINISHES APPLIED Spot UV, Scodix, Metal or other embellishments are supplied as a separate page in the PDF and indicated as a spot colour.	☐



Standard page sizes

Common product sizes we print.



Need a different size?

Contact us — we can help find the right format for your project.



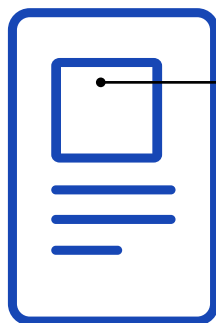
Image resolution specs

High-quality images are essential for professional printing.

USE 300 DPI AT FINAL SIZE

For crisp, clear printing, images should be 300 dpi at the size they'll appear in your finished artwork.

— A5 —



300 dpi
image

For example, if a photo will be printed at A5 size, it should be 300 dpi at A5 – not enlarged from a smaller image.

Avoid using

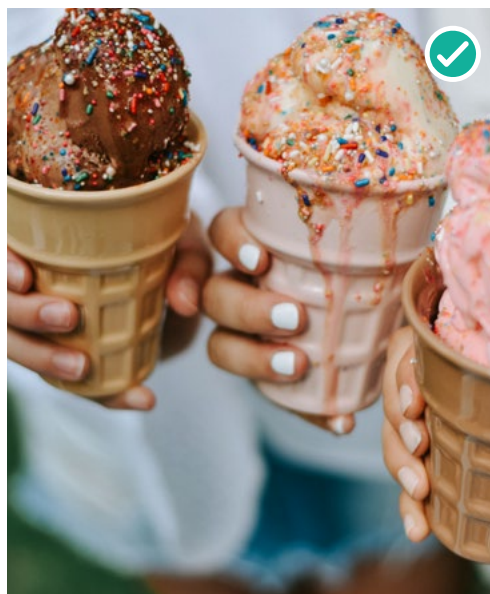


- ❌ Social media images
- ❌ Screenshots
- ❌ Images downloaded from websites
- ❌ Heavily compressed or low-quality photos

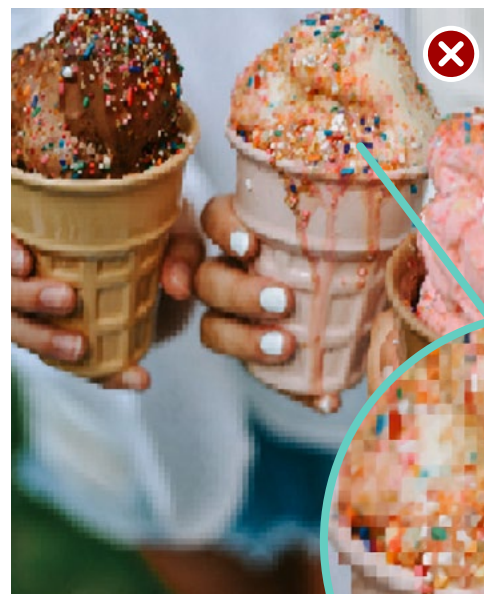
AVOID LOW-RESOLUTION IMAGES

Images that look great on screen may not always be suitable for print. Images downloaded from the internet are often low resolution, which can result in pixelation or blurriness when printed.

300 dpi



72 dpi



CHECK BEFORE YOU PRINT

If you're unsure whether an image is suitable for print, it's always worth checking before placing your order. Our team performs a complimentary artwork preflight check and will let you know if we spot any issues before your job goes to print.



TIP

When in doubt, use the highest-quality version of your image available.



Colour specs

Set up your artwork in the correct colour mode for the best print results.

Screens and printers create colour in different ways, so your printed artwork may look different from what you see on your monitor. Setting up your artwork in the correct colour mode (CMYK) helps achieve the most accurate printed result.



PRINT USES CMYK

Professional printing uses CMYK (Cyan, Magenta, Yellow and Black) inks to reproduce colour on paper. For the best results, create your artwork in CMYK colour mode before exporting your print-ready PDF.



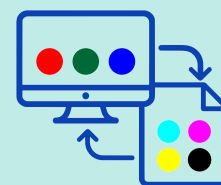
TIP

Most design software, including Adobe Illustrator and InDesign, allows you to create documents in CMYK from the start.



SCREENS USE RGB

Phones, tablets and computer monitors display colour using RGB (Red, Green and Blue) light. Because screens emit light while printers use ink, colours viewed digitally may appear brighter or more vibrant than the final printed piece.



WHY COLOURS CAN LOOK DIFFERENT

It's completely normal for colours to shift slightly when moving from screen to print. Factors such as paper stock, ink and printing processes can all influence the final result.

We'll always aim to reproduce your colours as accurately as possible, but an exact match isn't always achievable.



BRIGHT COLOURS & NEON SHADES

Some bright, fluorescent and highly saturated colours fall outside the printable CMYK colour range. These colours may appear less vibrant when printed.

If achieving a specific brand colour is important, please let us know before printing and we'll be happy to discuss the best option for your project.



How to check

in Adobe Acrobat after you've made your PDF

- 1 Go to **Print Production tool**
- 2 Select **Output Preview**
- 3 Set **Show to CMYK** and check that your colours are displaying correctly.





How to make a print-ready PDF

A press-ready PDF preserves your layout, images, fonts and colours, helping ensure your artwork prints exactly as intended.



TIP

In InDesign you can easily outline text by highlighting your copy, then going to Type --> Create Outlines.

1 Text and font settings

EMBED OR OUTLINE FONTS

Fonts should be embedded or outlined before making your PDF.

If fonts aren't embedded or outlined, they may be substituted with a different typeface, causing text to reflow or your design to change in the printed version.

EMBEDDED

AaBbCc

OUTLINED

AaBbCc

Outlining fonts converts your text into vector shapes, ensuring it appears exactly as designed.



How to check

in Adobe Acrobat after you've made your PDF

- 1 Go to **File**
- 2 Select **Properties**
- 3 Select the **Fonts tab**



If fonts are listed

Your PDF contains live text. Check that fonts are Embedded or Embedded Subset.



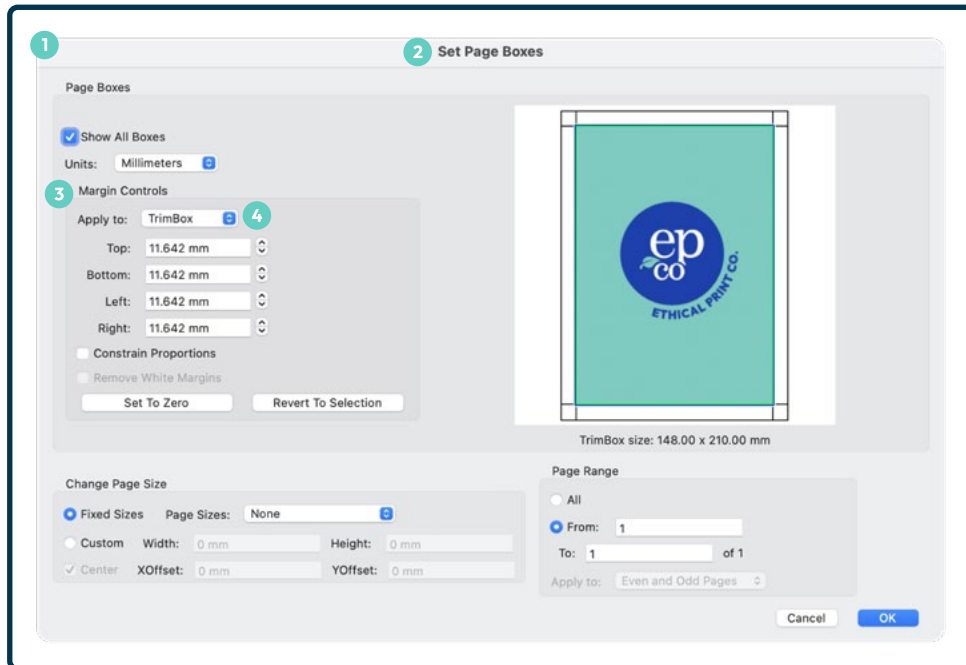
If no fonts are listed

The text has likely been outlined and converted to vector shapes.





How to make a print-ready PDF

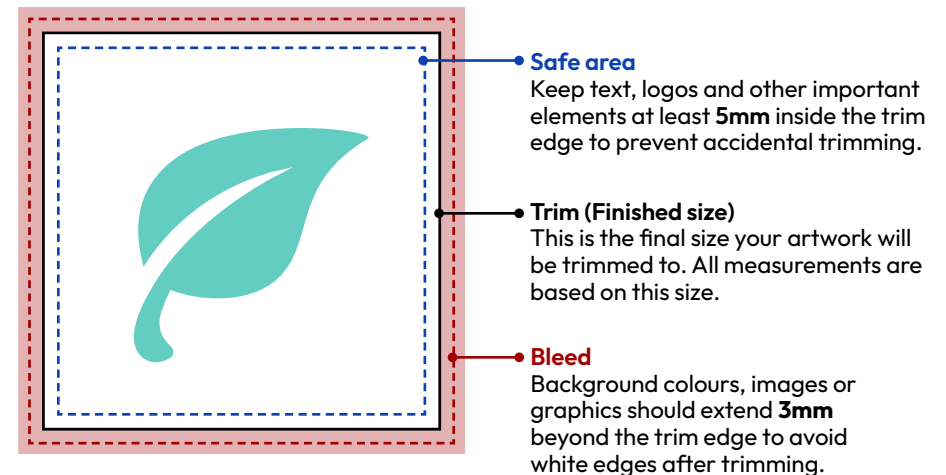


2 Bleed and trim settings

FINISHED TRIM SIZE, BLEED & SAFE AREA

For documents that include images or colours bleeding off the edge of the page, include 3mm bleed in the document bleed settings, available in all design software. If you're using Microsoft tools, you'll have to set your document size to 3mm larger on each edge than the final trim size and add your trim marks in the exported PDF (see below).

This allows us to print your artwork on a larger sheet of paper than the final cut size, and then trim the paper down so that there's no white margin around the edge.



How to check in Adobe Acrobat after you've made your PDF

- 1 Go to **Print Production tool**
- 2 Set **Page Boxes**
- 3 **Margin Controls** box menu
- 4 Click Apply to: **Trim Box**





How to make a print-ready PDF

Where available, remember to

- ✓ Include crop marks and bleed
- ✓ Export in CMYK colour mode
- ✓ Preserve image quality as designed



TIP

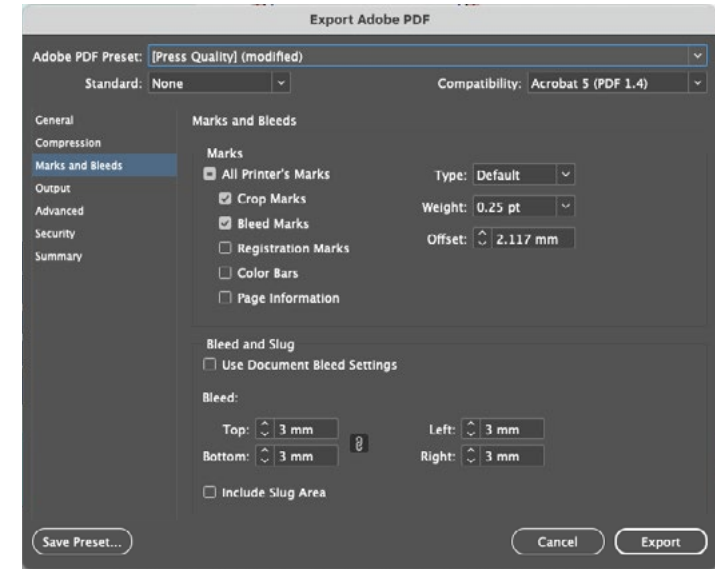
One PDF should be supplied for each artwork item.

3 Choose your export settings



ADOBE

When exporting your PDF from InDesign or Illustrator, select High Quality Print or Press Quality to maintain image quality and preserve your artwork for professional printing.



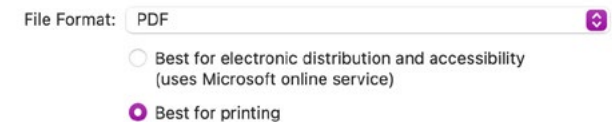
CANVA

Export your artwork as PDF Print.



MICROSOFT

Go to Save As and choose PDF + Best for printing under File Format.



Need help preparing your artwork?

Try our artwork fix service
\$40 + GST per artwork item

If your artwork isn't print-ready, our design team can prepare it for production using our artwork fix service.

What can I get fixed?

INCLUDES

- ✓ Adding bleed
- ✓ Converting colours to CMYK
- ✓ Correcting document size
- ✓ Embedding fonts
- ✓ Checking image resolution
- ✓ Exporting a print-ready PDF

DOES NOT INCLUDE

- ✗ Design changes
- ✗ Creating artwork from scratch
- ✗ Extensive layout edits
- ✗ Rebuilding poor quality artwork

We'll always contact you before completing additional work outside the standard artwork setup fee.

What you can send



ADOBE INDESIGN

Packaged InDesign folder
(.indd + Links + Fonts)



CANVA

Add us as an editor
OR share an editable
Canva link



ADOBE ILLUSTRATOR

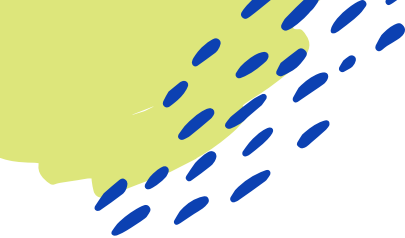
- AI file with linked images
- Fonts or outlined text



OTHER SOFTWARE

Original editable files





Special finishes

Add premium finishing touches to your print

Need help?

We're here to make the print process as smooth as possible. Get in touch if you have any questions or need assistance with your artwork.

Email support@ethicalprint.co

Website ethicalprint.co

SPECIAL FINISHES

SPOT UV

Spot UV adds a clear, glossy coating to selected areas, creating contrast against a matte or uncoated surface.

SCODIX

Scodix creates raised gloss and tactile effects for added depth and luxury.

WHITE INK

White ink allows artwork to be printed on coloured, transparent or metallic stocks where standard inks may not be visible.

FOILING

Foiling applies a metallic finish to selected areas of your design, creating an eye-catching premium effect.

METALLIC INKS

Metallic inks create a subtle metallic shimmer using specialised printing inks.

EMBOSSING

Embossing raises selected elements above the surface of the paper, adding texture and dimension.

DIELINES

Dielines, fold or perforation lines are overlaid onto the artwork as a spot colour and set to overprint.

