

# Print Guide

## Bleed and Bleed Area

Bleed is an image, text, line or colour that extends to the edge of the document or beyond.

Most items are printed on sheets larger than the final size then trimmed back to fit, having an extra bleed area around the page allows for tolerance of cutting.

If your document has anything up to the edge of the page or beyond, a 3mm bleed is required on all edges. Anything that extends to the edge of the page or beyond needs to be extended into this area.

Design programmes such as Indesign or Illustrator allow you to create the document at the size required, plus a bleed area.

Programmes such as Word or Powerpoint do not have this option. You will have to create a custom page size, for example if you want A4 final size create a custom page 216mm x 303mm.

When designing your document be aware anything in this extended 3mm area will be trimmed off to make your final print the correct size, and allow the image, text or line extend to the edge of the paper.

Please ensure anything that you don't want to bleed, such as text is 5mm from the edge of the document, again this allows for tolerance of cutting (known as quiet area, see other section).

If you send a document for printing which bleeds, but has no bleed area it's still possible to print by enlarging the document to create a bleed area. But if things such as text are close to the edge of the document this won't be possible. Ideally any content that isn't bleed needs to be 10mm from the edge of the document.

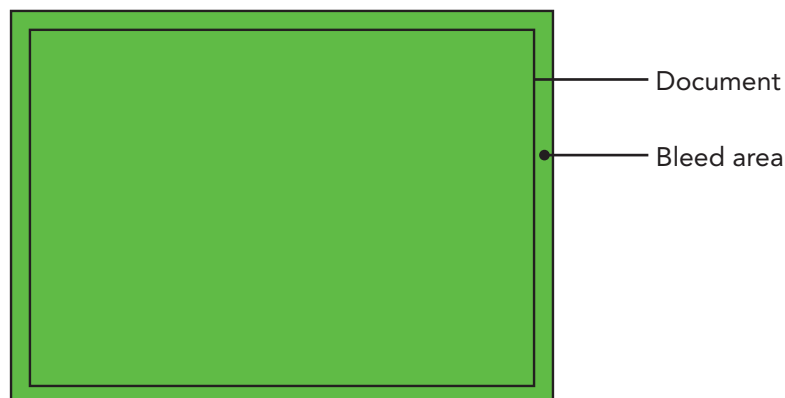
If your document doesn't have bleed, then a bleed area isn't necessary.



Non bleed document



Bleed document



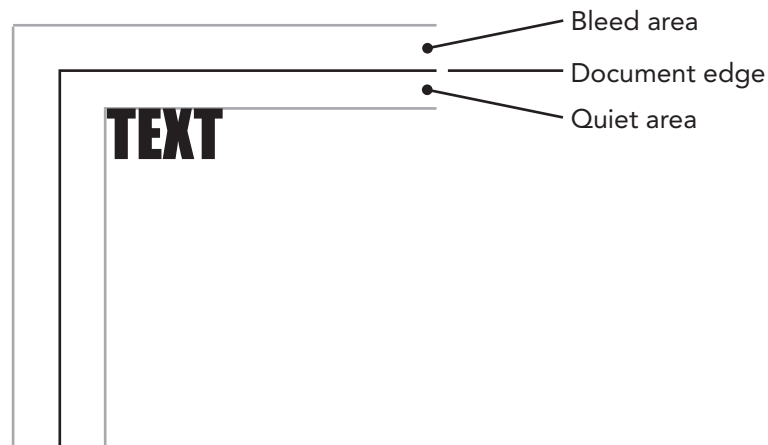
Document with bleed area

## Quiet Area

As mentioned above the Quiet Area is the distance you should allow from the edge of your finished page size for text, diagrams or images that aren't going to bleed. The reason for this area is again the tolerance in cutting. If you have a design where the text runs to the very edge then any cutting deviation will result in some of your text being trimmed off.

With a very small Quiet Border even the smallest cutting deviation could result in the finished job looking uneven. We recommend a Quiet Border where there is no text etc. of at least 5mm around the edges of your job.

Please ensure anything that you don't want to bleed, such as text is 5mm from the edge of the document, again this allows for tolerance of cutting (known as quiet area see other section).

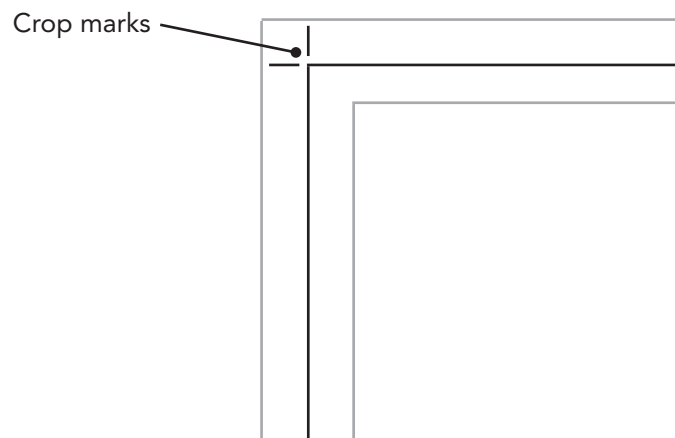


## Crop Marks

Crop marks, also known as trim marks, are lines printed in the corners of your document to show where to trim the paper.

Design programmes such as Indesign or Illustrator allow you to add crop marks with a simple tick box selection.

Programmes such as Word or Powerpoint do not have this option. If you include a bleed area in your document we can add these for you.



## Colour

All printers use CMYK. CMYK is a colour mode and stands for Cyan, Magenta, Yellow and Black. Images straight from a camera or from the Internet are RGB (Red, Green and Blue). RGB colour mode is for images that are viewed online ONLY.

All images in your artwork must be set to CMYK. RGB images or RGB colours could print dull and flat



CMYK



RGB

## Resolution

Resolution is the measure of pixels in an image or display. Printers use DPI as the measure which stands for 'Dots Per Inch'. Ideally any image used in your document should have a dpi of at least 300dpi at the size to be printed, you can go as low as 150dpi but the image may appear 'soft' in the final print. Any lower and you will see pixelation.

You can't turn a 72dpi image into a 300dpi image. The number of dots will increase but will be the same colour as the larger dots & resolution will be the same, and the image will appear 'softer'.



300dpi



72dpi



72 dpi converted to 300dpi

## File type

Please send your document as a pdf.

Design programmes such as Indesign or Illustrator allow you to export or 'save as' pdf, select no downsampling of images.

Programmes such as Word or Powerpoint do not have this option, you can 'save as' pdf.

Word and Powerpoint. Before you insert any images into your file, click **File > Options**, select **Advanced**, in the list go to **Image Size and Quality** and check the box **Do not compress images in file**. Changing this setting only applies to the open document.

## Documents

### Sizes

A3 - 420mm x 297mm (Commonly used for posters)

A4 - 297mm x 210mm (Commonly used for booklets and posters)

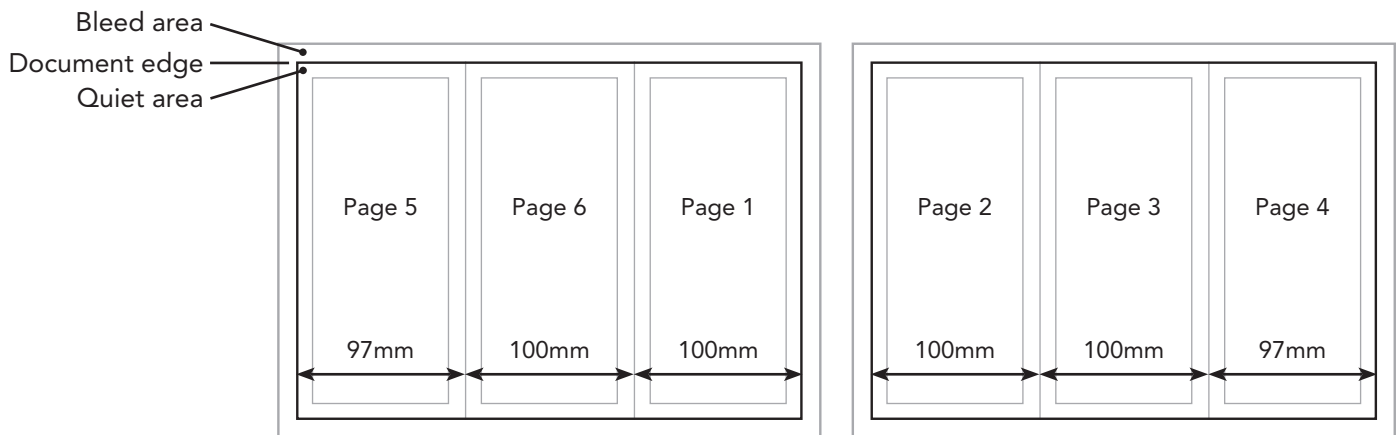
A5 - 210mm x 148.5mm (Commonly used for booklets and flyers)

A6 - 148.5mm x 105mm (Commonly used for postcards and flyers)

DL - 210mm x 99mm (Commonly used for flyers, compliment slips and A4 tri-fold)

Business cards - 85mm x 55mm

### A4 tri-fold (DL)



## Flyers

Flyers usually range from A5 to DL or a specific custom size. Single or double sided. With bleed or without.

## Business Cards

Most commonly printed 85mm x 55mm to fit in a standard wallet. Single or double sided. With bleed or without. Cards can be gloss or matt coated.

## Booklets

Most commonly either A4 or A5 but can be a specific custom size. With bleed or without. Cover can be gloss or matt coated. Any quantity. Bound in a variety of different ways, see over.

## Saddle stitch booklets

Saddle stitched is a method of binding pages together using staples (known as stitches) along the spine. This technique is for documents up to 64 printed pages.

All saddle-stitched books must be created in multiples of 4 pages, counting each page as you would in a normal page numbered book. Thus, a single page folded in half becomes a 4-page "book" and so on.

Saddle stitch requires no set up so is ideal for any quantity.

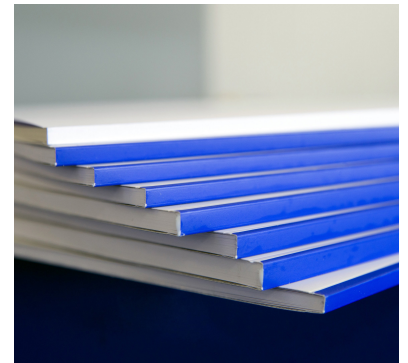


## Perfect bound booklets

Perfect binding is a method of binding pages together using an adhesive that attaches a paper cover to the pages creating a spine. This allows for thicker booklets than saddle stitching. This method gives you a defined spine.

Perfect bound books can be created in multiples of 2 pages (apart from the cover if you want an inner).

This binding requires a set up, with the additional cost of this perfect binding is more often used for larger quantities. It can be used for short runs but the cost is higher per unit.



## Wire bound booklets

Wire binding is a form of binding pages together by punching holes into the sheets then inserting a wire comb.

Bindings come in two sizes 23 loop and 34 loop. 34 loop can bind a maximum of 120 80gsm sheets, 23 loop can bind a maximum of 250 80gsm sheets.

Wire bound books are created in multiples of 2 pages. Besides books commonly used for initial thesis submissions that are 'soft bound'.

Wire binding can be used for any quantity. But takes time



## Tape bound booklets

Tape binding is a form of binding pages together with a slim thermal tape. The appearance is similar to a perfect bound booklet.

Tape binding can be used for low run books, but is commonly used for initial thesis submissions that are 'soft bound'.

This binding can be used from 20 sheets to 325 sheets.



## **Terms**

### **PP (Printed pages)**

For example a saddle stitched book with 28 printed pages is known as '28pp'. A wire bound book with 28 pages but single sided is known as '28pp single sided'

### **Final size.**

This is the final document size. For example a 4 page A5 booklet is known as '4pp, A5 final size' not A4 folded.

**Any questions please email [avmg@pdn.cam.ac.uk](mailto:avmg@pdn.cam.ac.uk)**

**It's easier to ask and get the file correct rather than have to re-work it!**