

ARTWORK SPECIFICATIONS FOR PRINT

Use this Artwork Preparation Guide to prepare artwork for print. Follow each section to ensure your files are production-ready and avoid extra charges or delays. If you need help, contact Decor It Studio [03 9330 2560](tel:0393302560) or via email hello@decoit.com.au

1 x hour of Graphic Design time will be quoted to ensure all client artwork is correctly set-up for printing, this may increase due to the nature of artwork file provided.

QUICK CHECKLIST (MUST-HAVES BEFORE SUBMISSION)

- File format: PDF (preferred). Alternatives: TIFF, EPS, PSD — all images embedded or file to linked images provided
- PDF version: Save as recent Acrobat where possible
- Bleed: 30 mm on all sides
- Colour mode: CMYK or Pantone (PMS) — Not RGB
- Images: Minimum 300 dpi at 100% size (350 dpi max)
- Fonts: All text converted to outlines
- Dielines / cutlines: Supplied as separate layers with correct layer names
- Pantone colours: Supply PMS numbers (solid coated library) and colour proof if colour matching required

FILE FORMATS & SUBMISSION

- Preferred: PDF (print-ready). Save using a recent PDF standard (Acrobat 8 / PDF 1.7 recommended)
- Acceptable alternatives: TIFF, EPS, PSD — ensure images are embedded or file to linked images provided
- Do not submit RGB files for final print work – colours will vary upon print

BLEED & SAFE AREA

- Include a 30 mm bleed on all sides to prevent white borders and ensure clean trimming.
- Keep important text and logos well inside the safe area (away from the trimmed edge).

COLOUR & COLOUR MATCHING

- Prepare artwork in CMYK or with specified Pantone spot colours (PMS) if required
- Avoid RGB — it can shift when converted to CMYK.
- If accurate colour matching is critical, provide a colour-accurate proof and indicate exact PMS numbers (use the solid coated library).
- Jobs requiring white or other specialty inks need special file setup — contact us for instructions before submitting.

IMAGES & RESOLUTION

- All raster images must be at least 300 dpi at final (100%) print size. Maximum recommended: 350 dpi.
- Embed all images in your file (do not link).
- Avoid upscaling low-resolution images — supply higher-resolution sources where possible.

FONTS & TEXT

- Convert all text to outlines/curves to prevent font substitution issues.
- Check kerning and line breaks after converting.
- Keep critical text well within the safe area so it is not cut during finishing.

DIELINES & CUTTING

- Provide dielines/cutlines on separate layers – make them red!
- Name layers according to the cutting actions (e.g., Through Cut, Kiss Cut).