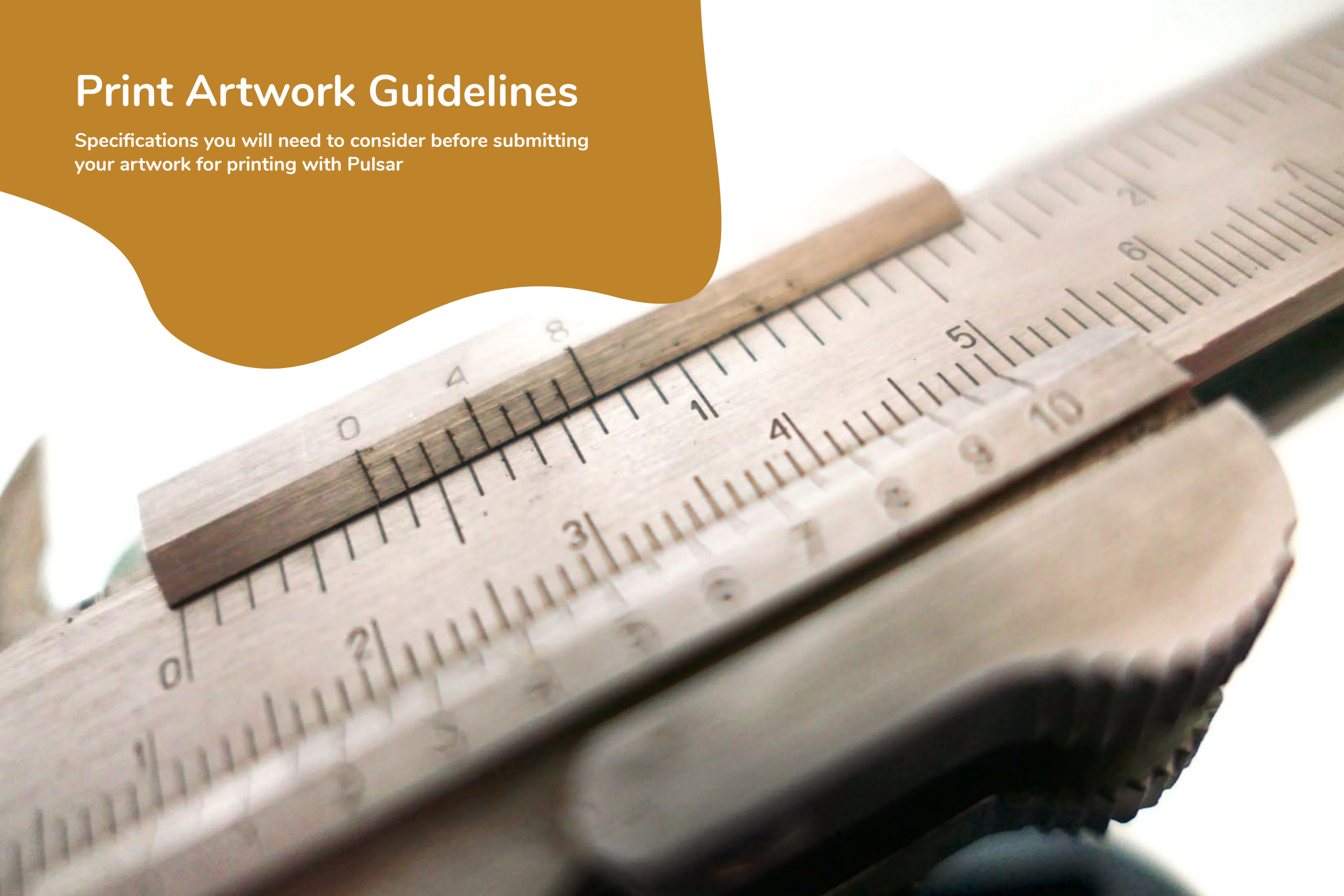


# Print Artwork Guidelines

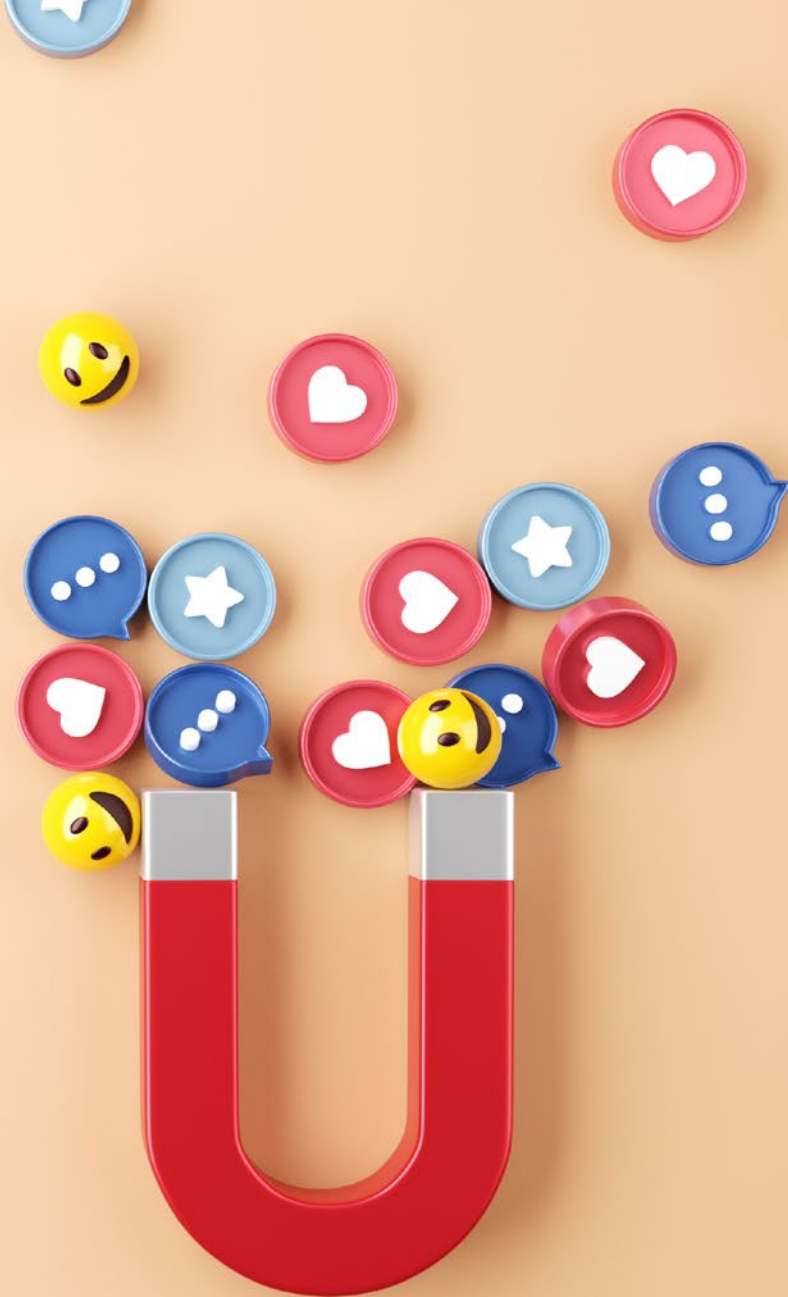
Specifications you will need to consider before submitting your artwork for printing with Pulsar



# Attract

The mission is always the same, building brands that attract customers.

Grow your brand with our **stellar services**.



# Contents

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The formulation of the problem is often more essential than its solution.

- Einstein

## Copyright

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# Introduction

The printing process normally involves a complex array of steps and procedures. These steps must be observed when it comes to producing quality print work.

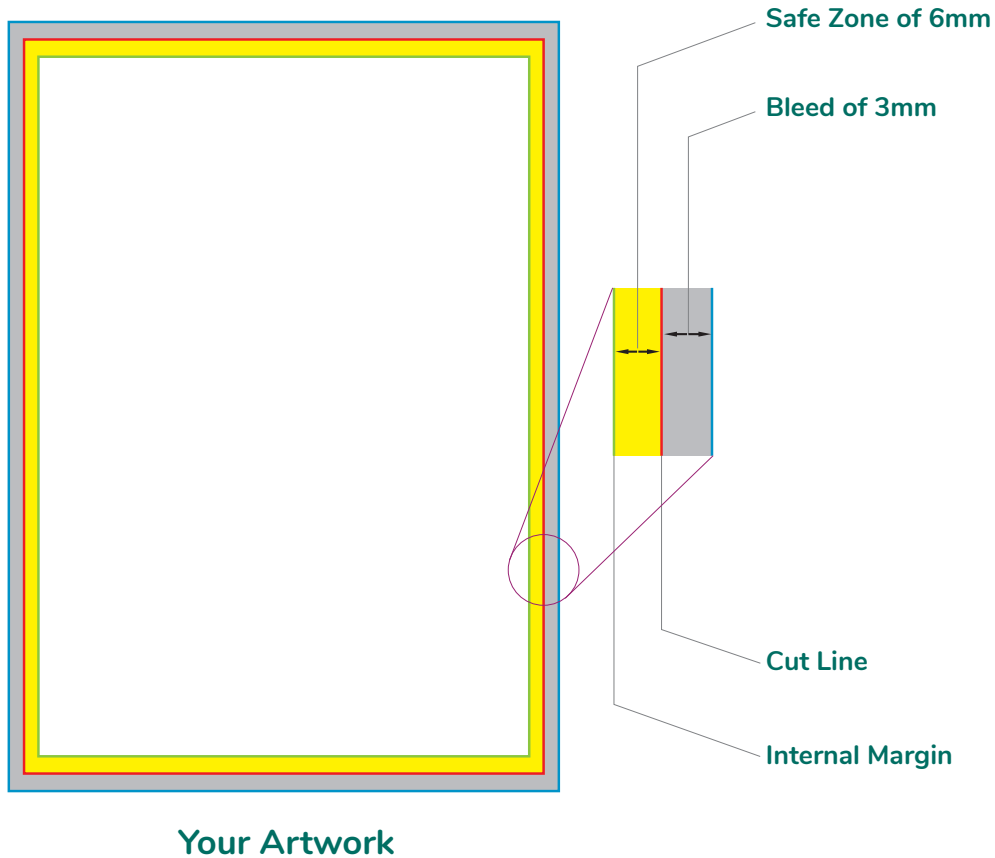
This document is meant to assist designers in general when submitting artwork to commercial printers such as Pulsar Limited. Following this guideline will greatly improve the quality of your submitted artwork.

Unless requested otherwise by the client at an agreeable rate, we do not correct, modify or proofread artwork.

Before taking your design to press, you can engage us in a consultation on the design itself and assessing its readiness for print. We'll check other design aspects that ensure effective communication to your intended audience.



# Artwork Specifics



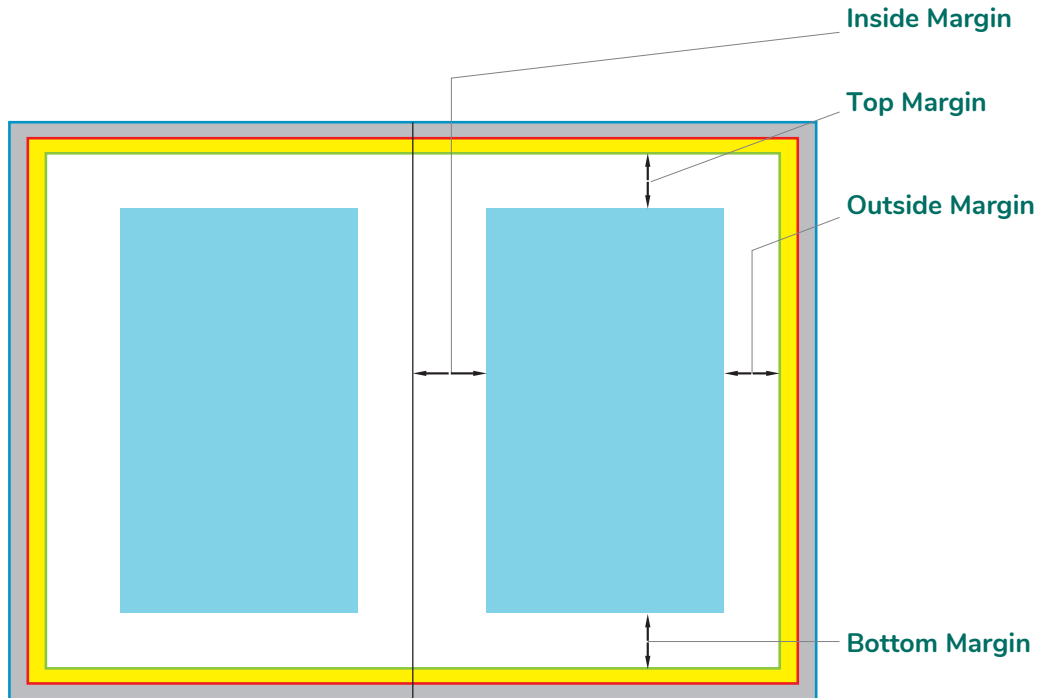
## General Artwork (A6-A2)

Ensure your artwork has a bleed of 3mm from all sides

“Bleed” is a printing term which refers to the extra portion of your artwork that extends beyond the edges of the final document, which is trimmed later. This helps avoid inconsistencies and visible registration issues.

To ensure no information is lost, please keep all important information inside the safe zone i.e. 6mm from the cut line. The cut line is where the final print will be trimmed.

## Artwork Specifics Cont.



Your Artwork

## Book Artwork

For bound books 6"x 9" or smaller, use 0.5" margins on the top, outside and bottom of books, and a 0.75" inside margin.

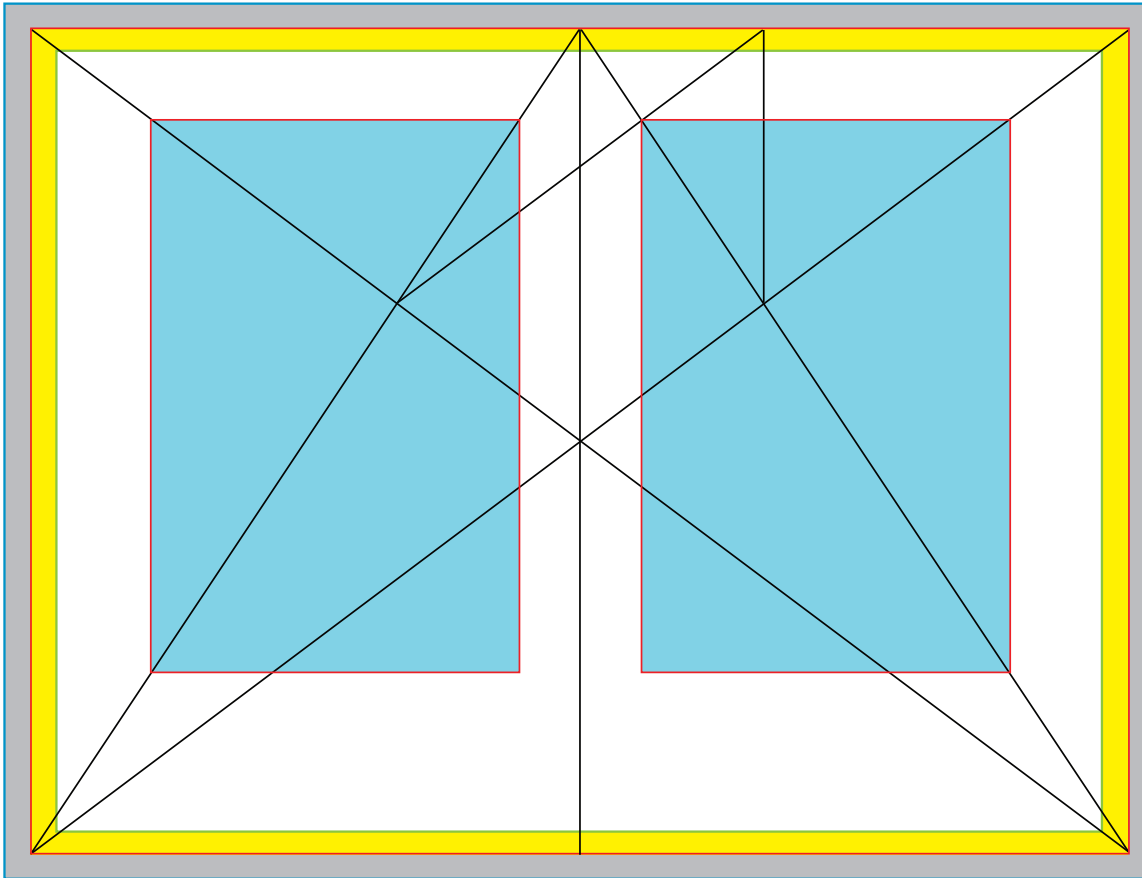
For 8.5"x11" documents (bound or unbound), use 1-inch margins.

Adjust margins, font size, and columns to produce 65-70 characters per line (including spaces).

We recommend increasing the inside margin (the margin closest to the binding). This makes the book easier to read as pages tend to curl near the binding. You can find more information on improving your book layout below:

- ▶ <http://theworldsgreatestbook.com/book-design-part-1/>
- ▶ [https://en.wikibooks.org/wiki/Basic\\_Book\\_Design/Margins](https://en.wikibooks.org/wiki/Basic_Book_Design/Margins)

## Book Layout - Pro Tip



**Van de Graaf Canon** is a book design based on the “golden ratio” and a survey of medieval manuscripts. It works for any page size, and enables the book designer to position the text body in a specific area of the page.

# File Specifics

The following artwork specifications are required for accurate printing. If you have any queries, please don't hesitate to contact us.

## File Type

1. Mint only accepts artwork files as PDF or EPS.
2. Multiple page artwork should be supplied as one up artworks per page.
3. Do not include crop marks in your submission file. Ensure when converting or saving to PDF or EPS, the bleeds (see above) are included.

Pulsar Limited cannot accept responsibilities for errors due to files supplied incorrectly.

Please contact our offices should you require any additional information or clarification on these specifications.

## Colour Format

All files must be supplied in CMYK Colour format. (Cyan, Magenta, Yellow, Black). This includes fonts, graphics or images used within the documents.

## Fonts and Text

All fonts used in the artwork must be converted to curves/outlines before converting the file to PDF or EPS for printing.

## Image Quality

All images being used should be supplied in CMYK format. A minimum of 300dpi is recommended for printing.

## Converting/Exporting

When converting the file to PDF format use either of the following defaults:

- High Quality Print or
- PDX/X-4:2008 (Recommended)

**Use the aforementioned specifications to ensure quality in your printed work and no delays printing your file.**





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