Artwork Guidelines

cityimages
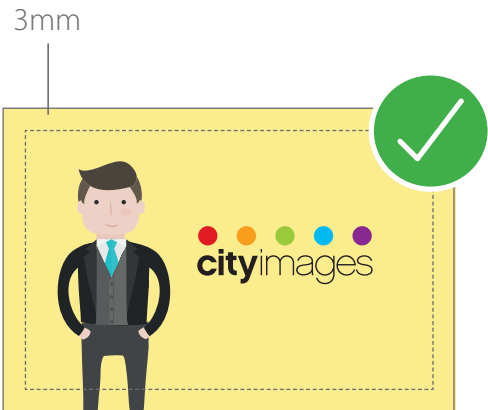
Bleed

If your artwork has elements that go off the edge of the page, please add 3mm bleed around the document, without this your print may have white edges.

For example, for a standard business card (85mm x 55mm), your artwork would be 91mm x 61mm.

3mm

File formats explained

RASTER

.jpg
usually used for photographic images

loses quality when scaled up to more than 100%

doesn't support transparency

.png
same as above but supports transparency

.gif
same as above but lower quality

.psd
layered file that has been created in Adobe Photoshop

VECTOR

.eps
usually used for logos & illustrations

can be scaled to any size without losing quality

supports transparency

.ai
layered working file editable in Adobe Illustrator

.pdf
vector elements such as logos & illustrations remain vectors and can be scaled up

embed fonts into the document so they display correctly

preferred file format when printing documents

Resolution

DPI (dots per inch)

High resolution - 300dpi
Ideal for printing

Medium resolution - 150-250dpi

Low resolution - 72-100 dpi
Fine for viewing on screen

Margins

We recommend you leave at least 5mm between any text/ images and the edge of the document. Any elements which are closer than this could risk being cut off.

If you have any questions about how best to supply your artwork, please get in touch with our team who will be happy to help.

Guide to standard sizes

A1 — 594mm × 841mm
A2 — 420mm × 594mm
A3 — 297mm × 420mm
A4 — 210mm × 297mm
A5 — 148mm × 210mm
A6 — 105mm × 148mm