



# BCQ Group Ltd Artwork Guidelines.



# What does print ready artwork mean?

**Print Ready Artwork is the term used to describe a printable file that meets all guidelines and specifications required to produce perfectly printed material.**

The file can be used by a commercial printer to create the desired print materials. These types of files have to be the correct file type, resolution, colour, and dimensions for the final product.

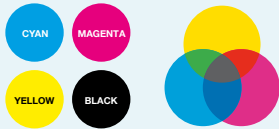
To ensure the best print possible we ask that, when supplying your own artwork, you follow these simple guidelines to ensure that your artwork is 100% print ready before submission.

## How do I set up print ready artwork?

Simple guidelines to follow for print ready artwork.

### 1. Artwork.

All artwork to be supplied in the number of colours quoted. All artwork to be sent to us should be converted to CMYK and not RGB colour format.



### 2. Exporting files to pdf.

Firstly, only export files with vector-based software such as Adobe InDesign in a PDF file format. Don't use image manipulation software like Photoshop. These programs create bitmap images and the end result will be pixelated.



### 4. Supply all pages as single pages.

All pages are supplied as single pages in order running from front to back, as opposed to spreads (The only exceptions to this rule would be a roll fold, concertina fold or gate fold). However, when printing PUR bound brochures with a specified spine size, please check your spine width is correct as failure to do so, may cause assembly issues during finishing.



### 3. Size and no. of pages.

The artwork should be in line with the quoted pagination and finished size specifications. Unfortunately, if this doesn't match the quotation this will incur additional costs.

### 5. Don't forget to add bleed.

All 4 colour pages should be supplied with 3mm bleed, and trim and bleed marks should be shown. Bleed is ink that prints beyond the trim edge of the page to ensure it extends to the edge of the page after trimming.

### 6. Flatten artwork.

BCQ requires all artwork files supplied to be flattened PDFs to ensure file integrity.



### 7. High resolution.

All imagery within the artwork to be high resolution, with a minimum of 200dpi however we prefer 300dpi. DPI stands for dots per inch. The higher the pixel density, the sharper and clearer the image will look. Supply images above 300dpi will just make the files size bigger and processing take longer.

### 8. All finishing processes to be supplied as a spot colour and set to overprint.