



ARTWORK SPECIFICATIONS

FLYERS \ LEAFLETS		POSTERS	BUSINESS STATIONERY
<p>A3 Artwork Size: 30.3cm x 42.6cm Finished Size: 29.7cm x 42cm</p> <p>A4 Artwork Size: 21.6cm x 30.3cm Finished Size: 21cm x 29.7cm</p> <p>A5 Artwork Size: 15.4cm x 21.6cm Finished Size: 14.8cm x 21cm</p> <p>A6 Artwork Size: 11.1cm x 15.4cm Finished Size: 10.5cm x 14.8cm</p> <p>A7 Artwork Size: 8.0cm x 11.1cm Finished Size: 7.4cm x 10.5cm</p>	<p>A8 Artwork Size: 5.8cm x 8.0cm Finished Size: 5.2cm x 7.4cm</p> <p>DL Artwork Size: 10.4cm x 21.6cm Finished Size: 9.8cm x 21cm</p> <p>SQ Artwork Size: 10.4cm x 10.4cm Finished Size: 9.8cm x 9.8cm</p> <p>SQ Artwork Size: 15.4cm x 15.4cm Finished Size: 14.8cm x 14.8cm</p> <p>ROUND Artwork Size: 10.1cm Finished Size: 9.5cm</p>	<p>A0 Artwork Size: 84.6cm x 119.4cm Finished Size: 84cm x 118.8cm</p> <p>A1 Artwork Size: 60cm x 84.6cm Finished Size: 59.4cm x 84cm</p> <p>A2 Artwork Size: 42.6cm x 60cm Finished Size: 42cm x 59.4cm</p> <p>A3 Artwork Size: 30.3cm x 42.6cm Finished Size: 29.7cm x 42cm</p>	<p>LETTERHEAD Artwork Size: 21.6cm x 30.3cm Finished Size: 21cm x 29.7cm</p> <p>COMPLIMENT SLIP Artwork Size: 10.4cm x 21.6cm Finished Size: 9.8cm x 21cm</p> <p>BUSINESS CARD Artwork Size: 8.9cm x 5.9cm Finished Size: 8.5cm x 5.5cm</p>
			<p>For artwork specifications for any other sizes or shapes please do not hesitate to get in contact with us.</p>

BLEED

- Most products will have 3mm trimmed off each edge during the cutting process, therefore all art work should be supplied with a 3mm margin around the edge. For example, artwork for an A6 flyer should be supplied to us as the size 11.1cm x 15.4cm, but the finished size will be 10.5cm x 14.8cm.
- Please ensure that any text that you want to appear is at least 6mm from the edge to avoid being lost.
- Please see the grid above for size guidelines of our most popular products.

COLOUR

- Artwork should always be saved in CMYK format. If your artwork is sent to us in RGB, this may result in a slight colour change once your finished piece is printed.
- To ensure a deep black, please save black sections of your artwork as 100% Black (K), 50% Cyan (C) and 50% Magenta (M).
- Colour saturation should never exceed 240% in total otherwise faulty printing will result. This means that the percentage of each of the four colour values (E.g. Cyan, Magenta, Yellow and Black) should not add up to more than 240%.

FORMAT

- We can accept files in the following formats: JPG, TIFF or PDF (preferably JPG).
- Your artwork should always be saved at 300dpi, otherwise a loss of quality may result in the printed pieces.
- 72dpi is used for screen and is therefore not appropriate for print.
- All artwork should be flattened and all text converted into paths.
- If artwork is saved in the incorrect format this may result in a delay to the printing process.

ARTWORK

- You can send your artwork via email to us at info@geniedesignandprint.co.uk. We will endeavour to respond to your email as soon as possible.
- All artwork will be sent as a print-ready PDF for you to confirm before proceeding to print; however it is solely your responsibility to thoroughly check your artwork.
- For Magazines or Folded Leaflets please contact us for a Template / Guide to lay out your artwork correctly.