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How to achieve Print Perfection... every time!

There's more than just content to think about when planning your artwork for printing. Use these handy tips and tricks to get you on your way to achieving the perfect print.

1 Choose your print size

The first thing that you need to decide is, what size do you want your print material to be.

Below are the standard trim sizes that are used across the print industry. You can choose a different size, just check with your printer before commencing to ensure they can print your preferred size.

Standard Business Card size:

- 90x55mm (fits easily in any wallet or cardholder)

Standard flyer sizes:

- DL - 210 x 99mm (Third of an A4 page)
- A5 - 210 x 148mm (Half of an A4 page)
- A4 - 210 x 297mm

Standard Pull Up Banner sizes:

- 600 x 1600mm • 850 x 2100mm • 1200 x 2100mm
- (NB - The bottom 100mm of each banner is not visible)

2 Design Layout

When setting up the layout for your design, there are a few things that you should include, right from the start.

Bleed

If you plan to have colour or an image go right to the edges of your print, you will need to include bleed.

Add at least 3mm to each edge of your document to allow the background to extend past the trim size.

Margins

Using margins serves several purposes:

- Ensures everything inside the margin is a safe distance from the trim line creating a 'safe zone'.
- The document content has enough 'breathing room' (there's nothing worse than a printed document with text running from edge to edge).
- Creates uniformity and balance in the document.

3 Resolution

If you are using images in your print materials, make sure you use high resolution images (300dpi).

Copying and pasting an image from the internet (generally low resolution images) and making it a background image for your document isn't going to be very successful. You will usually find that it will print blurry or pixelated.



■ Bleed — Trim Line - - Margin

For further information and advice,
 contact your local MBE store.

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