
Artwork Guidelines

**ENKLO
PRINTING**

Setting up your artwork

Artwork Format

- Please supply all artwork at the correct size. 1 design per page in a print ready PDF
- Please make sure all text is converted to curves/outlines. This will insure there'll be no changes to the fonts once printed.

Safe Area

All important text and graphics must be in at least 5mm (0.2") from the edge. This is to allow for movement when printing, and running the risk of being cut off when trimmed. This is called a 'safe area'.

Image Quality

The quality of your images is a very important factor to consider. If you're using a grainy, old photo in your artwork, certainly your photo will print grainy and old looking too. Our digital presses are only capable of reproducing the quality you provide.

- Ensure all images are saved as CMYK, **NOT RGB**.
- Please ensure your images are 300dpi and are converted to CMYK.
- Save your photos as TIFF and your vectors as EPS files to ensure the best quality. If it looks pixelated on your screen at 100%, then it will print pixelated too.
- Images must not be blown up past 100%, otherwise pixelation will occur.

Crop Marks and Bleed

- Ensure all crop marks and bleed are shown.
- Allow a minimum of 3mm (0.12") of bleed where required. This is to ensure that your edges are clean and smooth.

Borders

Square edges, duplexed/double thick stocks, digital printing

We don't recommend using thin borders on the edge or within the edge of the safe area (0-5mm from the edge). Most of our products have a 2mm (0.08") cutting tolerance, which means borders can end up looking slightly uneven. The smaller the border, the more apparent this small imperfection will be. If your border is less than 5mm (0.2") in width for solid border or 5mm (0.2") from the edge of the sheet for line work border, 9/10 times we'll still print and trim, but we cannot guarantee a perfect even look after trimming.

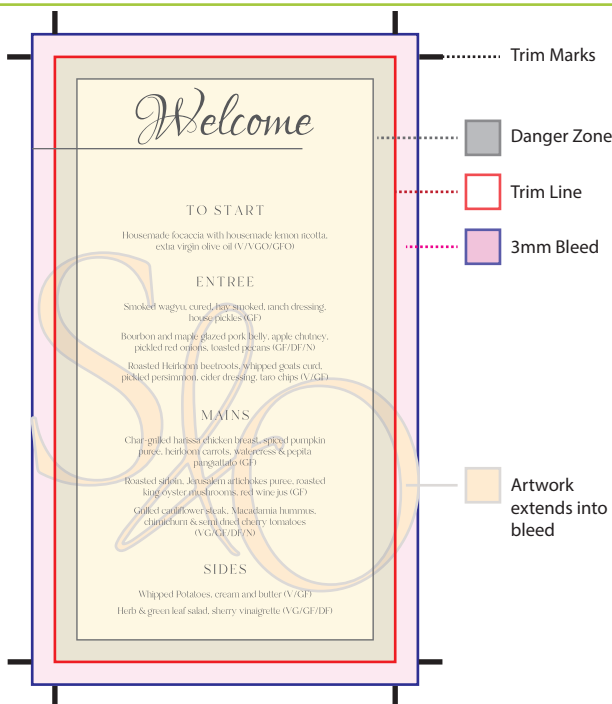
Letter pressed, foiled and/or embossed jobs

Letter pressed, foiled and / or embossed jobs registration will be almost perfect. We do not recommend less than 3mm (0.1") in width for solid borders and 3mm (0.1") from the edge of the sheet for line work borders. If your border is less than 3mm, 9/10 times we'll still print and trim, but we cannot guarantee a perfect even look after trimming.

Colours and Colour Matching

Ensure you convert all RGB colours to CMYK. This is vital for your job to produce desirable results.

- Please allow for a difference in colour between what is shown on your screen and what is printed. When printing in CMYK (Cyan, Magenta, Yellow, Black), various factors will affect the colour.
- You cannot determine how the colour will print by what you see on your screen, every screen is different and every printer prints each colour differently.
- Perfect consistency is not guaranteed, this is simply the nature of printing in CMYK. There is potentially a 5% variance in colour from the first proof to the final product.
- Never underestimate the difference a stock can make to your colours. When choosing a colour please take into account what stock it will be printed on. A colour will appear differently when printed on different stocks.



**** SUPPLIED PDF ****



**** FINAL PRINTED PRODUCT ****

Large Solid Areas of Colour

We don't recommend printing large areas of solid toner as we experience issues with banding on the page and colour variance throughout the print run. This is due to the printer struggling to maintain a constant temperature when fusing the sheer amount of toner onto the page.

Solid Areas and Textured Stocks

Designs with blocks of solid toner are not suited to stocks that are textured. The toner doesn't fuse properly into all of the lumps and bumps of the stock. If you must print a solid area, we recommend printing on a smoother stock such as Knight Smooth 350gsm or System Board 300gsm.

Variable Data

Variable data is the elements within your artwork such as text (usually guest names for invites and addresses for envelopes) that may be changed from one printed piece to the next.

If you have multiple guest names, set them up as one per page (i.e. if you have 50 guest names, your PDF artwork should be 50 pages long).

100 % Key Black

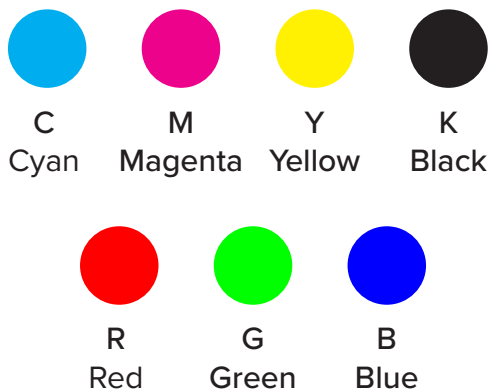
We strongly recommend you use CMYK Rich Black on large areas of black to ensure a nice solid result.

A good mixture for CMYK Rich Black on:

- Heavier stock weights use: C 60 / M 50 / Y 50 / K 100
- Lighter stock weights use C 30 / M 0 / Y 0 / K 100

RGB to CMYK

When it comes to print collateral, most printers use the CMYK colour model. This means that if your design is in RGB, you'll need to convert it to a CMYK colourspace before sending it to the printer. This is because the RGB colour model is used for digital designs, while the CMYK colour model is used for print. By converting your design from RGB to CMYK, you'll ensure that the colours in your design will print as accurately as possible.



If your artwork was created in RGB there'll be a big difference in the colour when it's printed. RGB colours look really vibrant on-screen partially because the monitor is backlit which intensifies what you're seeing. If you print a graphic at home, you'll instantly see this difference.

Canva Designs

We don't recommend using online design programs that are not set up specifically for print. These are general guidelines to set up your design (artwork) correctly for digital printing. Canva updates its platform regularly, we always try to keep our instructions up-to-date. For specialist program info visit Canva's help section.

Correct Size

Click [Create a design](#) button. Make sure you select mm, not px (pixels). Add your size in the height and width boxes. If you add the size (eg 120x180mm) and then change from px (pixels) to mm then the artwork will default to pixels and be much smaller than you need. Make sure you always choose mm first.

Crops marks, bleed (full page edge-edge design)

If your design covers all of the page, or has flowers, text etc that are partially 'off the page' you will need add crop marks and bleed. To account for bleed your artwork should be at least 5mm larger than the end size. For example, if you want the design to be 120mm X 180mm, your artwork should be 125mm X 185mm. If you supply artwork without bleed or trim marks, we will have to resize your artwork and this may lead to trimming into your design.

Colour

If you are using the free version of Canva you can save your PDFs in the screen profile RGB (red, green, blue). If you're using Canva Pro then you'll be able to save your PDFs as CMYK (cyan, magenta, yellow and black) which is the preferred option for professional printing. Digital printing is made up of four colours - CMYK. Remember that what you see on screen will be very different from the actual prints, as your screen is displayed in RGB and not CMYK.

How to supply artwork for basic print checklist:

- Resolution: 300dpi (or higher)
- Colour: CMYK or PMS only (never RGB)
- Bleed: at least 3mm
- Margin: at least 5mm
- Text and logos/icons are vector
- Special finishes (diecut, foil, emboss, spot UV, etc) are on a separate layer, using a spot colour, or as a separate file in 100% black.

Setting up your artwork

Artwork Format

- Please supply all artwork at the correct size. 1 design per page in a print ready PDF
- All artwork needs to be setup as 100% Black CMYK (0C, 0M, 0Y, 100K). Any text or graphic that is black will print in white, and percentages of black will print lighter white using a dot pattern halftoning.
- Please make sure all text is converted to curves/outlines. This will insure there'll be no changes to the fonts once printed.

Safe Area

All important text and graphics must be in at least 5mm (0.2") from the edge. This is to allow for movement when printing, and running the risk of being cut off when trimmed. This is called a 'safe area'.

Crop Marks and Bleed

- Ensure all crop marks and bleed are shown.
- Allow 3mm (0.12") of bleed where required. This is to ensure that your edges are clean and smooth.

Solid Areas

We don't recommend printing large areas of solid toner at all!

Variable Data

Variable data is the elements within your artwork such as text (usually guest names for invites and addresses for envelopes) that may be changed from one printed piece to the next. We don't charge any extra for printing that contains variable data, you just need to ensure your artwork is setup correctly. If you have multiple guest names, set them up as one per page (i.e. if you have 50 guest names, your PDF artwork should be 50 pages long).

Borders

Square edges, duplexed/double thick stocks, digital printing

We don't recommend using thin borders on the edge or within the edge of the safe area (0-5mm from the edge). Most of our products have a 2mm (0.08") cutting tolerance, which means borders can end up looking slightly uneven. The smaller the border, the more apparent this small imperfection will be. If your border is less than 5mm (0.2") in width for solid border or 5mm (0.2") from the edge of the sheet for line work border, 9/10 times we'll still print and trim, but we cannot guarantee a perfect even look after trimming.

Letter pressed, foiled and/or embossed jobs

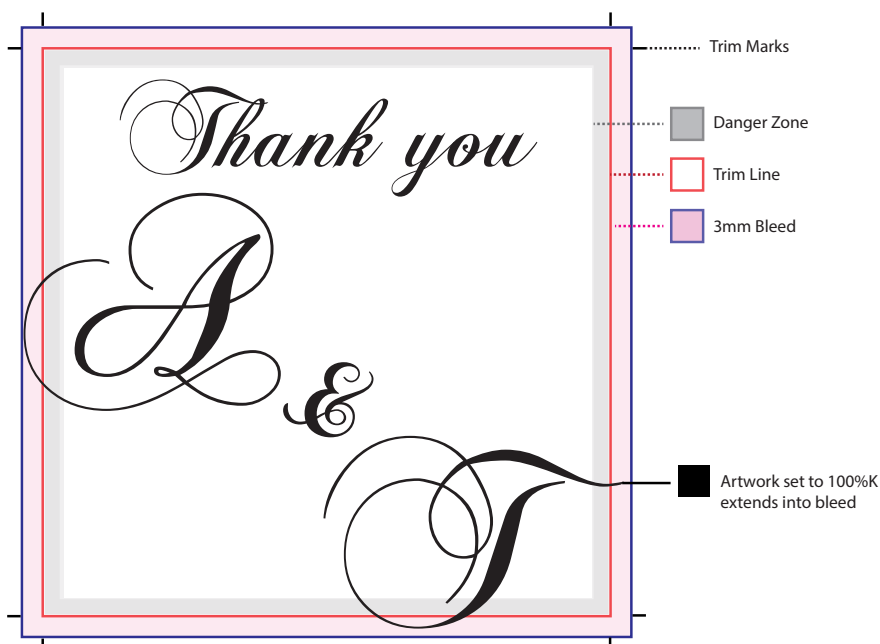
Letter pressed, foiled and / or embossed jobs registration will be almost perfect. We do not recommend less than 3mm (0.1") in width for solid borders and 3mm (0.1") from the edge of the sheet for line work borders. If your border is less than 3mm, 9/10 times we'll still print and trim, but we cannot guarantee a perfect even look after trimming.

Trimming

We take the utmost care in delivering our range of products in a superior and professional way. However, please be aware that variation can occur and we recommend you allow a guillotining tolerance of + or - 1mm (+ or - 0.04") when designing your invitations or stationery. This is industry standard.

Stock Options

We offer white ink printing a large array of paper stocks. These papers are darker in colour so the white ink will be legible. Some papers aren't offered as our tests have shown there's not enough contrast for the white ink to be legible.



** SUPPLIED PDF **



** FINAL PRINTED PRODUCT **

Setting up your artwork

Artwork Format

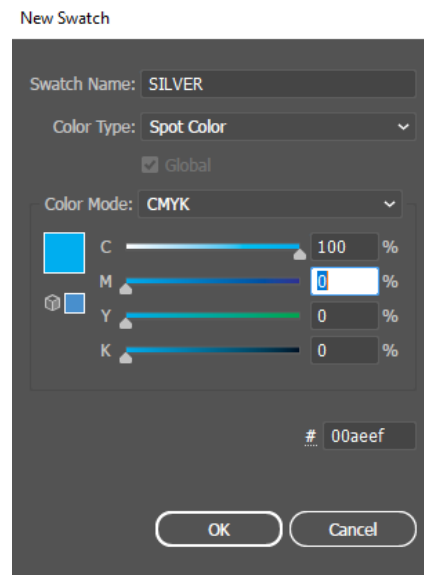
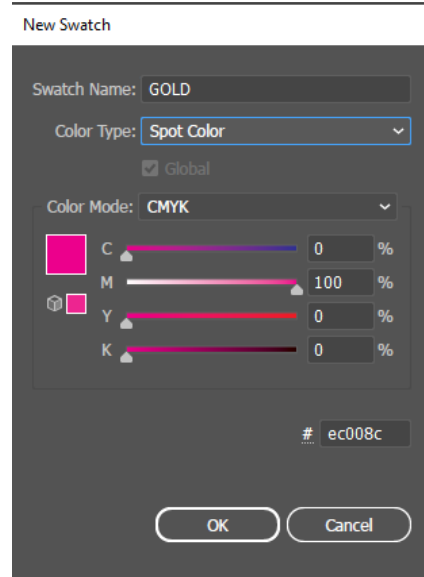
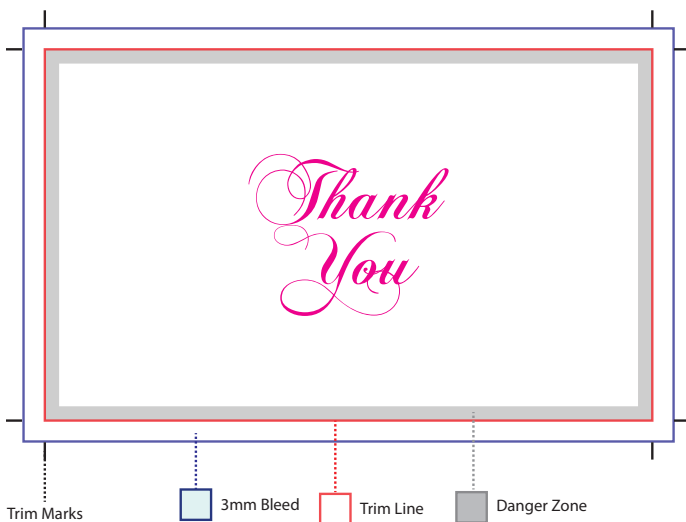
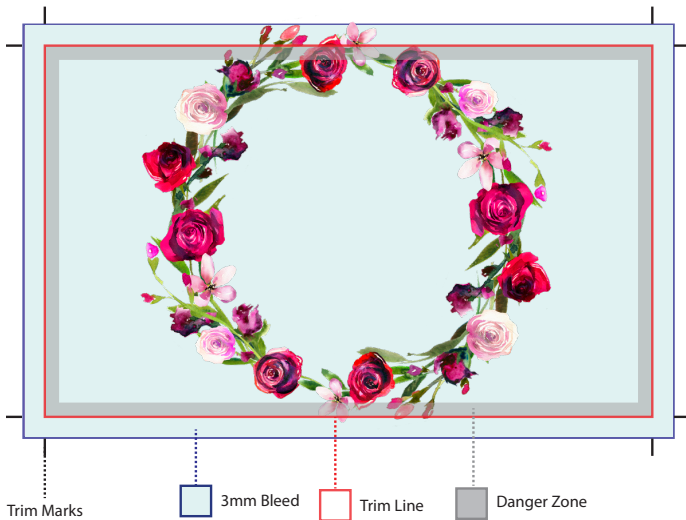
Artwork format, Safe Area, Bleed, Borders, Variable Data, Trimming... Refer to Digital CMYK Printing section. The rules are the same!

Gold or Silver only

100% Magenta (M) - CMYK (0C, 100M, 0Y, 0K)
 Spot Color Gold / Silver

Gold / Silver + CMYK

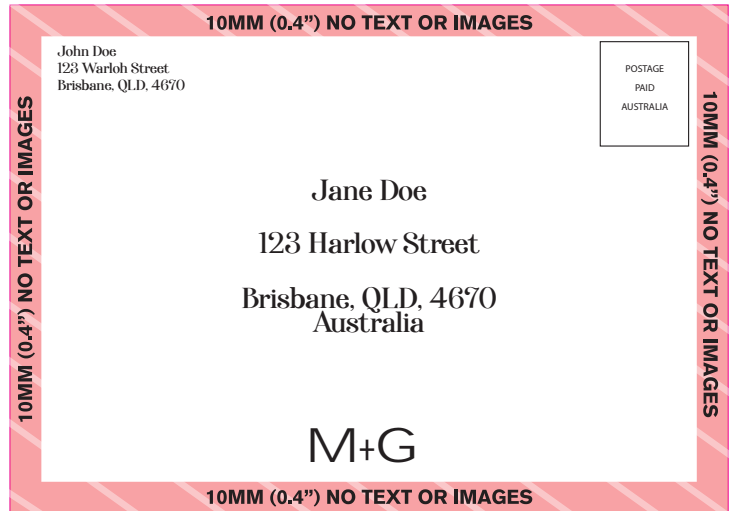
Gold/Silver needs to be set up as a spot colour with correct names. (See right column) Set up as a separate PDF pages



Setting up your artwork

Artwork Format

- Please supply all artwork at your desired envelope size in a print ready PDF
- All important text and graphics must be in at least 10mm (0.4") from the edge of the envelopes.
- If you have multiple names and addresses (variable data), set them up as one per page. i.e. if you have 50 names and addresses, your PDF should be 50 pages long.
- Please make sure all text is converted to curves/outlines, this will insure that there will be no changes to the fonts.
- For white printing please supply all artwork needs to be setup as 100% Black CMYK (0C, 0M, 0Y, 100K). Any text or graphic that is black will print in white.



Back Flap Printing

Think about the edges of the flaps. We still need to print 10mm (0.4") away from the edges.

Image Quality

The quality of your images is a very important factor to consider. If you're using a grainy, old photo in your artwork, certainly your photo will print grainy and old looking too.

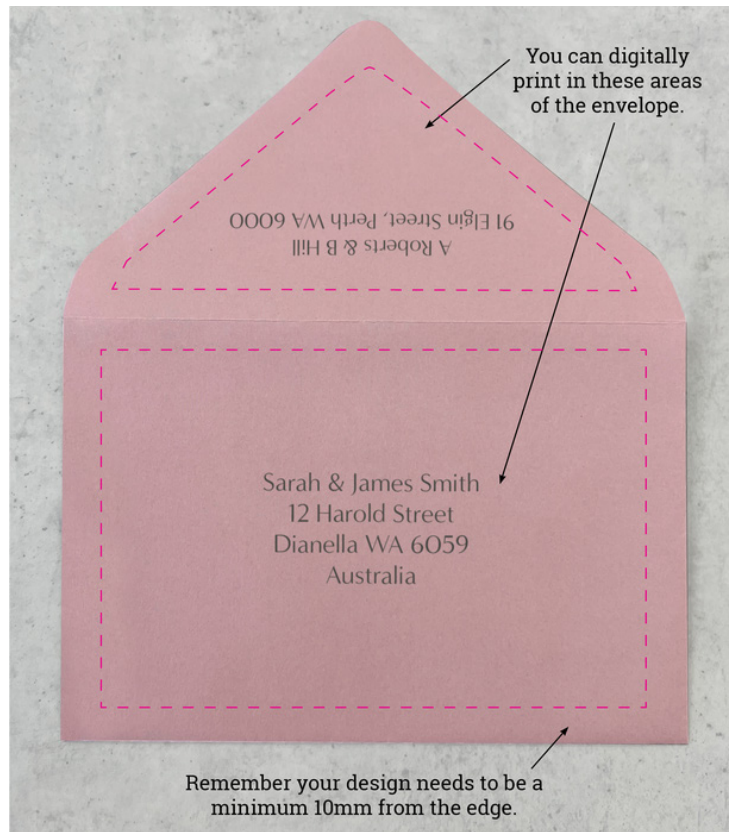
Our digital presses are only capable of reproducing the quality you provide.

- Ensure all images are saved as CMYK, not RGB.
- Please ensure your images are 300dpi and are converted to CMYK.
- Save your photos as TIFF and your vectors as EPS files to ensure the best quality. If it looks pixelated on your screen, then it will print pixelated too.
- Images must not be blown up past 100%, otherwise pixelation will occur.

Variable Data

Variable data is the elements within your artwork such as text (usually guest names for invites and addresses for envelopes) that may be changed from one printed piece to the next.

We don't charge any extra for printing that contains variable data, you just need to ensure your artwork is setup correctly. If you have multiple guest names, set them up as one per page (i.e. if you have 50 guest names, your PDF artwork should be 50 pages long).



NAME	SIZE	FLAP STYLE
Reply	80x130mm / 3.15"x 5.12"	iflap
11B	90x145mm / 3.55"x 5.7"	iflap & Euro Flap
C6	114x162mm / 4.5"x 6.4"	iflap & Euro Flap
Invitation	130x190mm / 5.12"x 7.5"	iflap & Euro Flap
DL	110x220mm / 8.66"x 4.33"	iflap & Euro Flap
C5	162x229mm / 6.4"x 9"	iflap & Euro Flap
Square	105x105mm / 4.13"x 4.13"	iflap
Square	130x130mm / 5.12"x5.12"	iflap
Square	150x150mm / 5.9"x 5.9"	iflap & Euro Flap

Setting up your artwork

Artwork Format

All artwork should be supplied in 1 design per page in a print ready PDF. Please make sure you have outlined your type, included crop marks and that your file/s are set in solid 100% black (K) in CMYK.

If we are only printing 1 Colour, we just need one PDF of the artwork set up as 100% Black CMYK (0C, 0M, 0Y, 100K).

With letterpress, each colour requires a new set of plates and a separate print run, so if we are printing in 2 PMS Colour, we need a PDF for each colour set up in solid 100% black (K) in CMYK and a mockup with how your artwork should look once letter pressed.

If we are letterpress and digitally printing your artwork we'll need 3 files:

1. The artwork to be digitally printed only (CMYK).
2. With just the artwork to be letter pressed, set up in solid 100% black (K) in CMYK.
3. With how your artwork should look once printed and letter pressed.

Letterpress printing doesn't reproduce large block areas of colour well.

Large solids tend to look mottled, textured or patchy when printed. Ink coverage should be less than half of the total printable area. Please contact us at design@enklo.com.au if you're unsure about the suitability of your artwork. We're happy to advise.

Light Inks on Dark Stocks

With letterpress, we prefer to print dark ink on light paper as this gives the best results. Inks which are lighter than the stock will show as a 'shadow' rather than the colour chosen as the dark colour stock will show through the white/light ink due to the inks being translucent. Light ink on dark paper is really best suited to foil stamping or digital white ink printing.

Blind Impression or Debossing

As well as printing solid colours, we can also blind deboss, or print without ink. Please note that blind deboss is considered an ink colour for pricing purposes. Blind impression is not the same finish as embossing. When considering designing for blind debossing, keep in mind that the lack of ink means that there is less contrast – therefore a deeper impression is required in order to see the illustration or read the text.

Consider carefully the areas of your design to be blind letterpressed – we don't recommend it for any important text details of a design as it can be quite difficult to read without the definition that coloured ink provides – especially on darker stocks. We get the best impression on softer stocks like cotton in lighter shades, as the shadows help lend to its legibility.

Blind deboss works best on 500gsm + stocks, as it allows for a deeper impression.

Fonts and Typesetting

For best results we recommend a font size no smaller than 8pt, for most fonts. We say most fonts, because there is always an exception to the rule. If you are using a font with very thin or has intricate lines you might want to add a stroke or consider another font.

All fonts must be outlined. This can be done in InDesign and Illustrator by the "Create Outlines" command, found under the Type menu.

It's a good idea to add extra letter-spacing or tracking on serif or sans serif fonts, especially capitals or small capitals (5-10%) to allow for the impression made into the paper.

Images / Illustrations

Artwork for plates must be created in vector, not image based (raster / bitmap). If you are including digital printing see the digital printing or white ink printing guidelines.

Line Work

All line weights (including fonts) should be 0.25 point or thicker. If you're not sure how to check, draw a 0.25 point line and compare it to any lines you're unsure of. Dots should be at least 1 point in size (i.e. the ones above the letter "i", periods or dotted lines).

Borders

Due to the movement that occurs during printing, printed borders are not really recommended. If your borders are very close to the edge it will look uneven as your eyes can easily reference any small shift and make it look uneven. If your artwork involves a line work border, the further from the edge of the sheet the better. 5mm (0.2") would be perfect. If your border is less than 5mm (0.2") in width for solid border or 5mm (0.2") from the edge of the sheet for line work border.

Double sided printing

Double sided printing is problematic for letterpress printing and we don't really recommend it, unless you are considering using 600gsm stocks.

Double sided letterpress can not be as deep as single sided (even for 600gsm cotton) as one side 'squashes' when the second side is printed, as well as there is only so much a paper can compress from both sides.

This depends of course on the design too. We try to avoid the impression coming through on the opposite side for double-sided, which also results in a lesser impression. However, sometimes this is unavoidable, even for less impression.

Variable Data

As we print from plates we are unable to letterpress artwork with variable data. If it's an absolute necessity, look at designing combining digital printing for the variable elements along with your letterpress printing.

Trimming

We take the utmost care in delivering our range of products in a superior and professional way. However, please be aware that variation can occur and we recommend you allow a guillotining tolerance of + or - 1mm (+ or - 0.04") when designing.