

# Business Card

55mm x 85mm

3mm bleed

If you want something to print right to the edge of the paper then please extend it beyond the edge to the **red dotted line**

1.5mm margins

Please keep all elements (except bleed elements) within the **blue dotted lines**

*print 4biz*  
ORG.UK

55mm

85mm

# Business Card 4-page Landscape

55mm x 170mm

3mm bleed

If you want something to print right to the edge of the paper then please extend it beyond the edge to the **red dotted line**

1.5mm margins

Please keep all elements (except bleed elements) within the **blue dotted lines**

*print* **4** *biz*  
ORG UK

55mm

85mm

85mm

# Business Card 4-page Portrait

85mm x 110mm

3mm bleed

If you want something to print right to the edge of the paper then please extend it beyond the edge to the **red dotted line**

1.5mm margins

Please keep all elements (except bleed elements) within the **blue dotted lines**

*print* **4** *biz*  
DRG.LIK

85mm

55mm

55mm

## Tips for producing artwork

- Include 3mm bleed on every page. If your design doesn't go right to the edge of the paper then you don't need bleed.
- Allow a 3mm margin (Quiet Border) around every page. (*1.5mm for small items like business cards*).
- Embed all fonts - or convert them to outlines or curves.
- Images - should be between 150dpi and 300 dpi - lower dpi will still print but may look a little jagged.
- Convert your document to PDF. You can convert any document to PDF format if you have the right software. *You can download a PDF creator from the 'Links' page of our website - it's free.*

**Booklets:** Please don't assemble pages into pairs (unless requested to do so) - ours is a computer controlled process and requires single, correctly sized pages - they will be assembled in the correct order prior to printing.

## Tips for using colour when designing in 4-colour process (CMYK)

### Colour profiles

Create your work in CMYK mode using the Euroscale group of colour profiles.

RGB material (and all other modes) will be converted to CMYK prior to printing. **Some RGB colours are impossible to print** - so they will be automatically converted to the closest possible CMYK match.

Choice of paper will affect the colour of your work

Full colour (CMYK or 4-colour process) printing uses transparent 'process' inks - so be aware that the type of paper will affect the overall print density and colour balance of the finished work. There can be a particularly marked difference between coated 'art' papers and uncoated 'bond' type papers.

### Black areas

To prevent black areas from looking grey (particularly on uncoated papers) **use a mix of 100% black and 50% cyan**. This also applies to headlines using fonts over 36 point.

Alternatively use 'Rich Black' - 30% cyan, 30% magenta, 30% yellow, 100% black - but this isn't so good if you intend using small fonts 'white out' of black

For ordinary body text use 100% black.

### Text, fine rules and lines

**If you have small text or fine lines in your design, it is strongly recommended that you do not use a 4-colour mix.** Although using a CMYK colour mix is recommended on larger areas, using it for text smaller than 12pt or for very fine line work may result in poor results.

What happens is that all machines have a small amount of movement in the positioning of the different colours - the cyan, magenta, yellow and black portions of the text characters don't line up exactly. And because most CMYK colour mixes are made up of dots - the results can appear slightly blurred.

If you must have small text and fine detail in a specific colour then seriously consider printing an extra *Spot Colour*.

### Solid colour areas

For images and solid areas try to keep the CMYK breakdown to no more than 300% (when all the colour percentages are added together), especially when jobs are required with a very fast turnaround. The more ink, the less chance it has to dry and the greater risk it may scuff and pick off.

### Choosing colours and tints

It is always good idea to choose your colour using a Pantone Matching Guide and not to rely on the colour picker or guide in the computer program you are using. When you pick a solid colour in a swatch, look at the CMYK colours next to it. If they are of a very similar four colour mix it will give you an idea how much the colour may vary on the finished printed job. If the colour either side on the swatch will also work with your design then you have built in some leeway.

### Colour variance

When you select a colour from a Pantone swatch book make sure you select the CMYK version and not the solid or spot colour version. CMYK printing uses transparent 'process' inks whereas spot colour printing uses opaque inks. Some colours are impossible to match with CMYK printing.