



Your guide to

# CHRISTMAS CARDS

## SETTING UP AND SUPPLYING YOUR ARTWORK

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Customised to your liking, print an image of your choice and a personal message onto custom Christmas cards. If you're wanting to send an on-brand festive message to loyal customers and colleagues, why not personalise with your company name and logo and finish in your brand colours? A sure-fire way to spread some festive cheer and show your appreciation!

We want your Christmas Cards to look their very best when your order arrives which is why we have put together this guide to help you achieve the best results possible. Following this guide will also help to avoid any frustrating delays on your order by reducing any artwork issues.

Creating artwork correctly for print isn't easy for everyone, particularly if you have little to no experience in design and print.

**We strongly recommend** that as well as referring to this guide, you download our artwork templates (available as InDesign and PDF files) and use them to produce your design artwork.

### Available sizes & orientation

- Square** 148mm x 148mm folded on side
- A5** Portrait Long edge folded
- A6** Portrait Long edge folded
- A5** Landscape Long edge folded
- A5** Landscape Short edge folded
- A6** Landscape Long edge folded

## SETTING UP YOUR ARTWORK

In the example below we show: *A5 Landscape folded on long edge*



Example shown:  
Layer window (InDesign)

Once your design is complete, please remove the 'Guide' layer. Failure to remove will result in the guide layer printing over your artwork design.

**IMPORTANT:** Please ensure you rotate the content on each page to the correct orientation as per each of our product templates. This is to ensure that when your cards have been folded the content is the correct way up on each side of the card.

As per the example to the left the **A5 Landscape folded on long edge, 2 page** must have the back cover rotated 180° (upside down) before exporting your artwork.

### Finished size

This is the finished size of your product.

### Fold

This is where the product will be scored and folded.

### Safe area (5mm)

We recommend keeping important content like text, images, logos and other 'live matter' inside the white area.

**Why?** There is always a small amount of movement during our finishing process and keeping items out of this safe area ensures that they don't accidentally get cut off.

### Bleed (3mm)

We require 3 mm on all sides. Please do not include any important content within this area. Please extend your background artwork into this section.

**Why?** There is always a small amount of movement during our finishing process and extending your design into the 3mm bleed area compensates for this movement to give a perfect finish.

## Colour

To get the best printing results, ensure your artwork and images are **CMYK**. If you use RGB, Pantone or spot colours in any element of your artwork, we will automatically convert them to CMYK which may change your colour profile.

## Fonts

To eliminate any font issues please ensure all your fonts are '**Embedded**' or '**Converted to outlines**' before creating your PDF print file.

## Image resolution

For optimum image print quality please ensure all your images are **300dpi to 450dpi**. Anything lower than 300dpi will give poor image quality. Images higher than 450dpi will result in high file sizes.

## Crop marks and bleed

Please ensure you include '**crop marks**' (offset 10mm) and '**document bleed**' when exporting your artwork file to PDF.

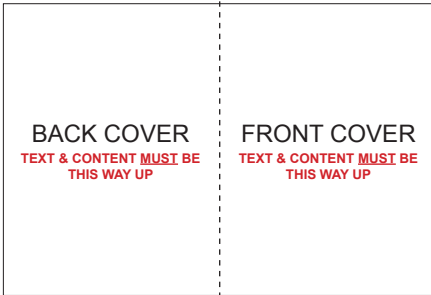
## File format

Please supply file as: **Adobe PDF (Print)** format. Ideally: PDF/X-1a: 2001

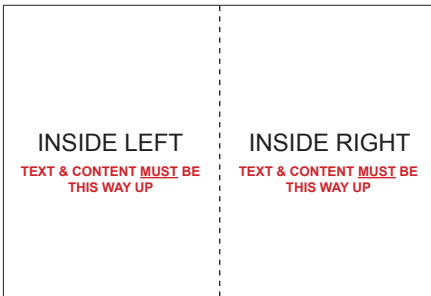
# CREATING YOUR PRINT READY PDF FILES

## PORTRAIT CARDS (FOLDED ON LONG EDGE)

### Covers



### Inside pages



### IMPORTANT:

If ordering a portrait card folded on short edge: Please ensure all your pages are the correct and same way up.

### Double sided card (4 sides)

Includes front cover, back cover, inside left and inside right pages.

Please supply your artwork as a 2 page PDF.

Page 1: Front cover, back cover.

Page 2: Inside left and inside right pages.

### Single sided card (2 sides)

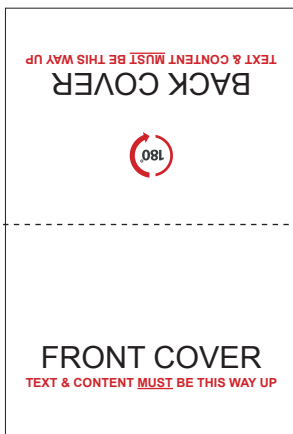
Includes front cover and back cover.

Inside pages will be left blank.

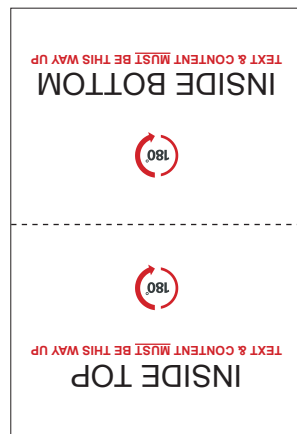
Please supply artwork as a 1 page PDF.

## LANDSCAPE CARDS (FOLDED ON LONG EDGE)

### Covers



### Inside pages



### IMPORTANT:

If ordering a landscape card folded on long edge: Please ensure you rotate the content 180° on the back cover, inside top and inside bottom pages.

This ensures when your card has been folded the content on each page is the correct way up.

### Double sided card (4 sides)

Includes front cover, back cover, inside left and inside right pages.

Please supply your artwork as a 2 page PDF.

Page 1: Front cover, back cover.

Page 2: Inside left and inside right pages.

### Single sided card (2 sides)

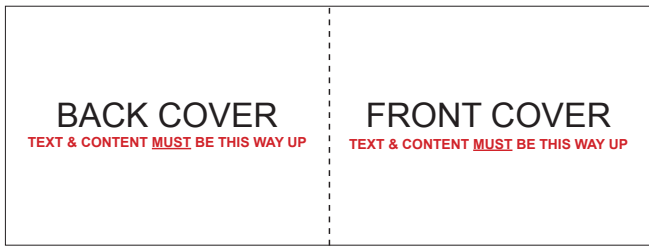
Includes front cover and back cover.

Inside pages will be left blank.

Please supply artwork as a 1 page PDF.

# LANDSCAPE CARDS (FOLDED ON SHORT EDGE)

## Covers



### IMPORTANT:

If ordering a landscape card folded on short edge: Please ensure all your pages are the correct and same way up.

### Double sided card (4 sides)

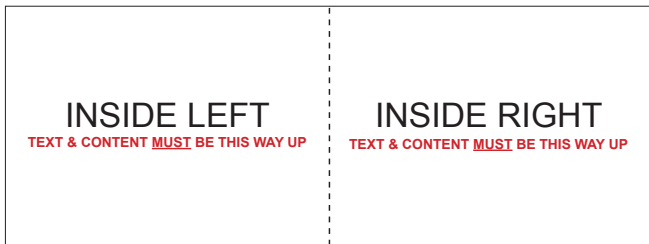
Includes front cover, back cover, inside left and inside right pages.

Please supply your artwork as a 2 page PDF.

Page 1: Front cover, back cover.

Page 2: Inside left and inside right pages.

## Inside pages



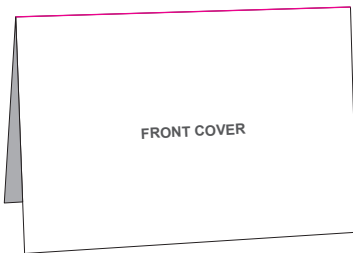
### Single sided card (2 sides)

Includes front cover and back cover.

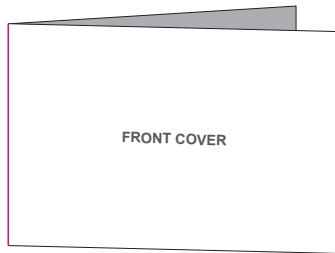
Inside pages will be left blank.

Please supply artwork as a 1 page PDF.

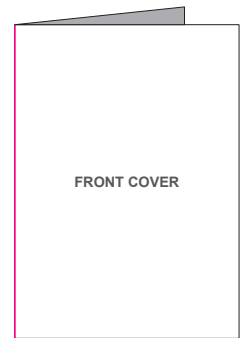
# FOLD TYPES



A5 Landscape long edge folded



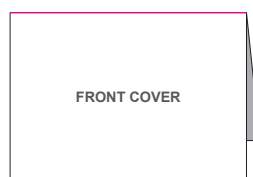
A5 Landscape short edge folded



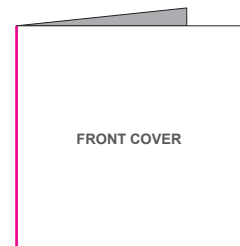
A5 Portrait long edge folded



A6 Portrait long edge folded



A6 Landscape long edge folded



Square 148mm x 148mm folded on side



# TEMPLATES

We strongly recommend that as well as referring to this guide, you download our artwork templates and use these to produce your design artwork. These templates are available to download as InDesign and PDF files.

## Available templates

Square templates:

**Square** 148mm x 148mm folded on side

Portrait templates:

**A5** Portrait Long edge folded

**A6** Portrait Long edge folded

Landscape templates:

**A5** Landscape Long edge folded

**A5** Landscape Short edge folded

**A6** Landscape Long edge folded

### If using our InDesign template

Place your design within the 'Artwork' layer and delete the 'Guide' layer before exporting to your print ready PDF.

**IMPORTANT:** Failure to remove the 'Guide' layer provided in our template will result in the guides printing over your artwork design.

### If using our PDF template

Delete all references to the template in your artwork file before exporting to your print ready PDF.

**IMPORTANT:** Failure to remove any template information will result in the template printing on your artwork design.

# RESOLVING COMMON ARTWORK REJECTION ISSUES

Once you have created your order and uploaded your print ready PDF, it will be processed using the latest automated pre-press technologies. The PDF will be assessed for quality to ensure your order is produced to the highest possible standard. The PDF will also be checked against the order specification to highlight any possible discrepancies between the order and the artwork supplied.

The vast majority of Artwork Issues are caused by a few common errors:

## Trim

*The PDF trim dimensions do not match your order specification. I.e. A4 (210 x 297mm) PDF supplied but A5 (148 x 210mm) was ordered.*

## Image Resolution

*Low resolution images are likely to appear blurred or pixelated when printed. Ideally all images should be supplied to 300 dpi as standard to maintain quality of reproduction.*

## Upside down artwork

*If the artwork is upside down on any of the pages the artwork has not been set up as per our templates.*

## How to resolve

Please ensure you download the correct size template for your order or amend your order specification to match your PDF artwork.

## How to resolve

Dots per inch (dpi) is effected when images are scaled in your chosen software (e.g. InDesign). This is potentially problematic when making small images larger. If an image is 300dpi but scaled to a larger size the dpi will decrease proportionately.

To check dpi of your images in e.g. InDesign, select an image and navigate to the info panel (F8- Keyboard). The effective ppi indicates the resolution of the images after scaling. Don't worry if the resolution is more than 300 ppi (dpi), it will be optimised when the file is exported. However, images with low resolution cannot be optimised to be a higher resolution. If you have concerns regarding the resolution of your images, the best thing to do is use alternative images that are of a higher resolution.

## How to resolve

Please ensure you have download the correct template that matched your order specification. Also read through this guide that explains how to rotate your artwork on specific pages.