

## How can Printclever help me how to give better artwork?

Printclever has been designed with one thing in mind, simplicity. Whether you are a professional or a novice we have the simplest way for you to get your print requirements delivered to you anywhere with Ireland (Eire or ROI).

Print is normally a complex process which need not be, we have made simple to either upload your artwork direct to our server or if you have no artwork you can design the piece or creative yourself, while we take care of all the complex things like bleed, colour, fonts, resolution, artwork, deciding whether its a mono job, process job, a spot colour job or process with spot colours. we give you all the product you may need already set up for the correct size and Layout Properties, which can be found here: [http://www.printclever.ie/print\\_templates.html](http://www.printclever.ie/print_templates.html).

### A few Font terms

A widow is a term given when a word appears alone on the last line of a paragraph alone at the top of a column, an orphan is a word appears alone on the first line of a paragraph.

### About Images

Photoshop is the core industry standard software that processes images. when images are present in a design they should be the placed in same or 130% greater than the original size and reproduced with a resolution of 300 dpi. if you adhere to these rules you will avoid pixelation, last but not least every time an image is saved as a JPG it loses quality.

### Care for Logos

Logo Guidelines can be difficult and but the most important thing to consider is the area around it that needs to be clear from the margin or other elements. Scaling a logo should only be in proportion. Printclever always use logos saved in PNG format, this is because our online designer gives best results on gradients and also allows for transparent sections of the background. always great your logo in PNG format at 300dpi in a larger the required size, upload to the printclever.ie server and then you are free to use it in your designs.

### What is Bleed

If any element is going straight to the edge of the page it needs to be 'bleed off' Printclever requires a 3mm bleed.

### Colour best in CMYK

At printclever 100% of the time you will be using process colour (CMYK). If you are supplying artwork to Printclever.ie then delete all unused colours -it make it easier and faster for us. If you have any spot colours then please converted these to CMYK.

### Cutting guides - when its not square

Some jobs like our corporate folder are not be square or rectangular and they will need to be cut to its final shape. A cutter guide will be produced to show the printer where to trim or die-cut. when supplying a cutting guide, make sure the cutter guide has a stroke of 0.3 point and it is set to overprint. use a spot Pantone colour for the cutter guide, re-name it to something like "CUTTING FORM"

### Finally export artwork

Always Try to upload your artwork in Press optimised PDF format, this will help avoid any issues with fonts, overprinting and colour, always proof your artwork before you upload it to the [www.printclever.ie](http://www.printclever.ie) server

We hope this all helps you understand what is needed to get the best result.  
Then Printclever.ie Design Team