



Cavalier

Print. Pack. Post.

**A brief guide to
supplying artwork**



Document Setup

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Document Setup

Bleed (3mm Standard)

Commercial printers require 3mm bleed on all sides. Bleed is the extra area beyond the final trim size that ensures artwork prints edge-to-edge without white borders.

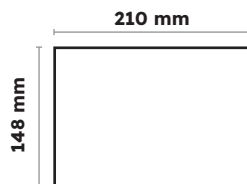
Final trimmed size: The finished size of your product

Artwork size: Trimmed size plus 3mm bleed on each edge (total +6mm to width and height)

Example:

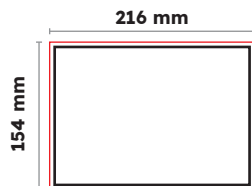
A5 final trimmed size:

148 × 210 mm



Artwork size with bleed:

154 × 216 mm



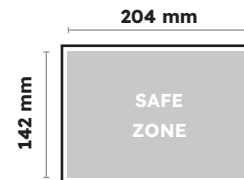
Safe Zone / Margins

Keep important text, logos, and elements **at least 3mm inside the trim line** to avoid accidental cutting.

Example:

Artwork safe zone:

204 × 142 mm



Colour Settings

CMYK Colour Mode

All print files must be supplied in CMYK, not RGB. RGB is for screens and will shift in colour when printed.

Convert all images and artwork to CMYK before exporting

Avoid neon or very bright RGB colours-they cannot be reproduced in print

Ink Coverage

Total ink coverage should not exceed **300%** to avoid smudging or drying issues.

File Types and Formats

Preferred Print-Ready Formats

PDF/X-1a or PDF/X-4 (industry standard for commercial printing)

High-resolution TIFF (flattened, CMYK)

EPS (vector artwork only)

Avoid

Low-resolution JPEGs

PNG files (RGB only)

Word, PowerPoint, or other non-design formats

Resolution and Image Quality

High-resolution images are essential for professional print because they preserve sharp details which hold up under close inspection. When an image has enough pixel density, every element—from fine text to subtle textures—reproduces crisply on press, giving the final piece a polished, trustworthy feel.

Low-resolution images, by contrast, break down into visible pixels and blurred shapes once enlarged, which can make even well-designed artwork look unprofessional. Supplying high-res files ensures your printed materials reflect your brand.

All images must be **300 dpi** at final print size

Avoid upscaling small images - they will appear pixelated

Vector graphics (SVG, EPS, AI, PDF) are **ideal for logos** and line art

Do not use **copyright** or **watermarked** images

High resolution (300dpi)



Low resolution (72dpi)



Fonts and Text

Embed or Outline Fonts

To prevent font substitution:

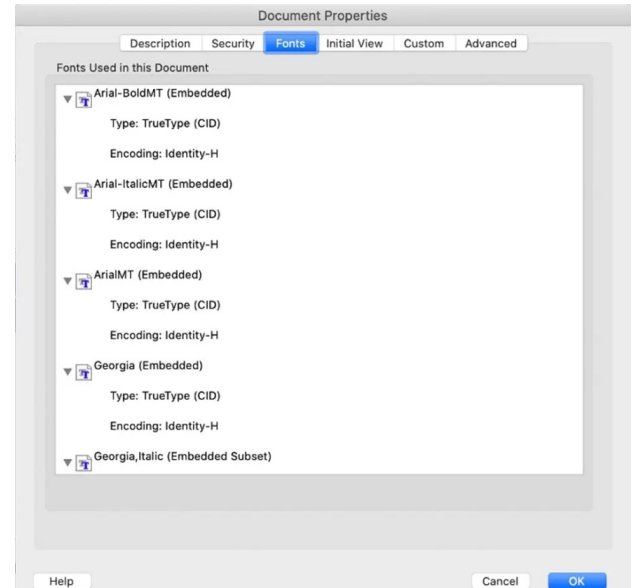
Embed fonts when exporting your PDF

or

Convert text to outlines/curves (recommended for final artwork)

Check for Overset Text

Ensure no text is hidden or cut off in text boxes.



Layers, Transparencies and Effects

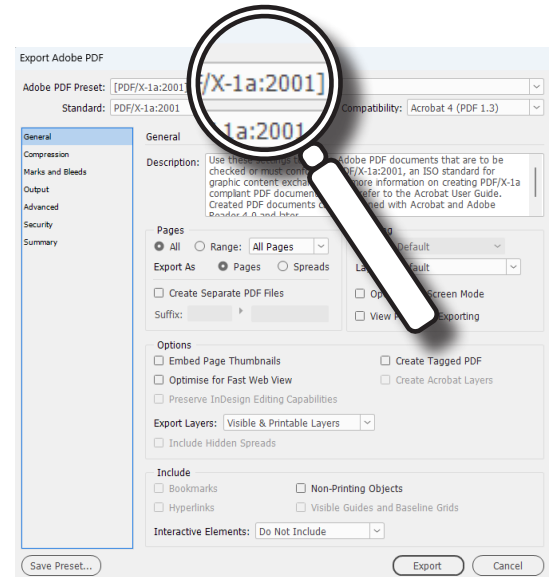
The best way to avoid transparency problems is to 'flatten' layers within your PDF; you can do this in three different ways:

- 1) Use flattening tools within the design software such as Adobe InDesign or Photoshop;
- 2) Save in a certified format - PDF/x1a:2001 - to ensure flattening;
- 3) Save the file into a raster format such as JPEG or PNG.

Flatten transparencies where possible

Avoid overusing **drop shadows** or **glows** unless you know how they will print

Remove **unused layers** and **hidden** objects



Instructions for CANVA users

Canva does not automatically add bleed in the same way professional design software does.

To ensure your artwork prints correctly, follow the instructions below.

Avoid using low-resolution images uploaded from the web.

Step-by-Step for Canva Users

1. Increase your document size by 6mm in both width and height.

This adds the required 3mm bleed on each side

Example:

Final size: 210 × 297 mm (A4)

Canva document size: 216 × 303 mm

2. Keep important text **at least 5mm inside the trim area** (ie: 8mm from document edge).

3. Turn on Canva's bleed preview:

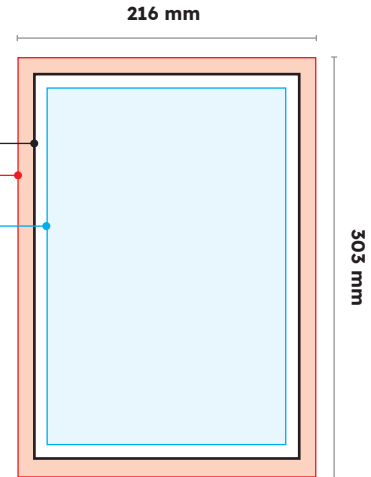
File > View settings > Show print bleed

4. Export as PDF Print:

Select PDF Print

Tick Crop marks and bleed

Ensure CMYK is selected (if available - Canva is rolling this out gradually)



Final Pre-Flight Checklist

Before sending artwork to print, confirm:

- ☐ Document includes 3mm bleed
- ☐ All colours are CMYK
- ☐ Images are 300 dpi
- ☐ Fonts are embedded or outlined
- ☐ File exported as PDF/X-1a or PDF/X-4
- ☐ No RGB, PNG, or low-resolution elements
- ☐ Safe margins respected
- ☐ Canva files sized +6mm if applicable

Additional Best Practices

- Use rich black for large black areas (e.g., C60 M40 Y40 K100)
 - Avoid borders close to the edge-they may appear uneven after trimming
 - Double-check spelling and grammar before exporting
 - If unsure, request a proof before full production
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Summary

Providing artwork correctly ensures a smooth print process and the best possible results. Following these guidelines - especially bleed, CMYK colour, correct file formats, and Canva adjustments - helps avoid delays and ensures your printed materials look professional.