

GENERAL DESIGN SPECIFICATIONS & REQUIREMENTS

Things you need to know before sending files to us

FLYERS | POSTERS | CATALOGUES



> Artwork Size

- Please ensure you include a 2mm bleed on your respective size.
- Front and back of printing are to be in separate files with clearly labelled file names stating if they are the front or the back.

Product	Trim Size (mm)	Artwork Size (mm)
DL	99 x 210	103 x 214
A5	148 x 210	152 x 214
A4	210 x 297	214 x 301
A3	297 x 420	301 x 424
A2	420 x 594	424 x 598

> Colour

- All colours must be converted to **CMYK** mode. We use industry standard CMYK printing. Use of other colour scheme such as RGB or Pantone will result inaccurate output colour.
- It is important to note that an exact colour match from printout to printout is not possible on a CMYK print process. King of Print cannot accept responsibility for reasonable variations in colour. Every care is taken to ensure that the colour of each printout is matched as closely as possible. King of print does not supply sample print outs therefore, no responsibility can be taken for the content or colour accuracy.
- If you have any special requirements in regards to colour matching, please let us know before placing your order.

> Font

- Illustrator, Corel Draw and Freehand users must create all text to outlines/curves before sending.
- Photoshop users must flatten all layers before sending.

> Images


- We recommend you use only high resolution images to create your artwork. 300dpi or above.
- Use of low resolution images will result in poor print quality.
- Make sure all (placed / imported / linked) images or logos have been embedded/supplied with your Illustrator file.

> Format

- We accept *.ai , *.psd , *.eps, and *.pdf files.
- We also accept .tif, and .jpg images at 300dpi or above however, we will not be responsible for the print quality.
- We do not accept files from: Quarke Express, Indesign, and Desktop publishing files ie. Word, Publisher, Powerpoint.

> Ready to Send?

- We accept complete artwork via ftp, email or CD.
- **Artwork supplied via email (under 14mb):**
 - All emailed artwork should be sent to info@kingofprint.com.au / sb@kingofprint.com.au
- **Artwork supplied on CD:**
 - Please provide the working file psd, ai, eps, and/or pdf (all text created to outlines)
 - All graphic and logos must be supplied.
- **Artwork supplied via ftp:**
 - Files can be uploaded directly to our server. Contact us for ftp details.

- ① **Through website** - simply click on the link under our **SPEC/FTP** page ② **Manual type in browser** pc user - <ftp://ftp.kingofprint.com.au>
* **please inform us after file uploading is complete**  mac user - [ftp.kingofprint.com.au](ftp://ftp.kingofprint.com.au)
(as files might become corrupt if we start downloading before uploading has finished) username = client@kingofprint.com.au / password = **koprint08**

All files received will be printed as the files provided and any errors in the artwork will appear on the final product. King of Print is not responsible for any art related errors, so please check your files carefully.



WE @ KING OF PRINT
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