

### READ OUR GUIDELINES BELOW ON HOW TO SUBMIT YOUR ARTWORK TO US.

- You can upload your artwork via our website [www.printulu.co.za](http://www.printulu.co.za)  
(look for the 'Upload Artwork' block, Maximum size for artwork is 500Mb)
- Our DTP department will do an artwork check to ensure that your artwork is print-ready.

### HOW SHOULD I SAVE MY ARTWORK?

- The safest file format to send your files to us in is PDF. However, we also accept high resolution JPG, TIFF & PNG.
- No Word, PowerPoint, CorelDRAW or any other Microsoft files can be used.
- Your artwork should be of high resolution: 300DPI, CMYK color mode.
- Please allow 3mm bleed on all sides of your artwork for paper products (Traditional Printing).  
Product Ordered Size + 3mm all around  
This is the margin we need when trimming prints.
- Please allow 5mm bleed on all sides of your artwork for paper products (Large Format Printing).  
Product Ordered Size + 5mm all around  
This is the margin we need when trimming prints.
- Please ensure that all text and logos on your artwork are at least 3mm or more from the edge of the visual size of your design (Paper/Traditional Printing).
- Please ensure that all text and logos on your artwork are at least 5mm or more from the edge of the visual size of your design (Large Format Printing).
- Please refer to our templates for product specifications.
- Please convert all fonts in your artwork to outlines/paths OR embed the fonts
- Embed all images within the document.
- Embed all SOLID COATED Pantones and supply your file unflattened. Please DO NOT rename Pantones. **Black should be supplied at 0% Cyan, 0% Magenta, 0% Yellow & 100% Black.**
- Please ensure that all text is a minimum of 5 points in size (Paper/Traditional Printing).
- Please ensure that all text is a minimum of 8 points in size (Paper/Traditional Printing).
- Please ensure that Dietraces / Dielines / Cutlines / Foldlines / Scorlines are created as a 100% Spot Colour on a **separate layer**. If you supply a JPG, TIFF & PNGask Printulu to add the Dietrace / Cutline in.

### WHAT DOES BLEED MEAN?

- Your submitted file must be given a bleed (border) of 3-5mm relative. Essentially this means you get the size of the print with an added 3-5mm on all sides, giving us room to cut your custom print without worrying about annoying white borders.

#### For example:

If you order an A5 flyer, the size is 148 x 210mm, so therefore the A5 file you send us would be 154mm x 216mm. (148mm +3mm + 3mm {3mm per side}: 154mm) - **Paper/Traditional Printing**

If you order an A5 Chromdek Board, the size is 148 x 210mm, so therefore the A5 file you send us would be 158mm x 220mm. (148mm +5mm + 5mm {5mm per side}: 158mm) - **Large Format Printing**

### WHICH ARE THE PREFERRED PROGRAMS TO CREATE ARTWORK?

- We use Adobe Illustrator, Adobe Photoshop and Adobe Indesign but of course there are many other programs you can use to create a file, here are some tips:

**Canva:** Export as High-Resolution/High Quality PNG > Then use an Online CMYK Converter as it will be RGB when it is saved from canva. \*PDF for print usually doesn't embed the font, thus PNG is better.

**Word, Powerpoint, Excel, Publisher:** Change page size to ordered size > Create design > Save as PDF > Then use an Online CMYK Converter as it will be RGB when saved from these programs. Remember to use high quality images in your design. (For Images: In Google > Select tools > Large)



## BASIC REQUIREMENTS CHEATSHEET

Product	Basic Requirements (Check that these are met before uploading to avoid AP reports)
Magnets, Canvas, Box Frame, PVC Business Card	<b>Font Size:</b> 8pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -10mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +10mm. Dieline / Template where necessary.
Stickers, Floor Decals, Wallpaper, Name Badges	<b>Font Size:</b> 8pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -10mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +10mm. Dieline / Template where necessary.
PVC Banners, X-Banners	<b>Font Size:</b> 8pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -10mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +10mm. <b>Eyelets where necessary / Template where necessary.</b>
Brochures & Booklets	<b>Font Size:</b> 5pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -6mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +6mm.
Packaging	<b>Font Size:</b> 5pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -6mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +6mm. Dieline / Template where necessary.
Posters & Flyers, Business Cards, Letterheads, Invitations, Postcards, Folded Business Cards, Single-Fold Flyer, Roll-Fold Flyer, Z-Fold Flyer, Table Standees,	<b>Font Size:</b> 5pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -6mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +6mm. Dieline / Template where necessary.
<b>Large Format Items:</b> Telescopic, Wind Cheater, Sharkfin, Parasol Umbrella, Gazebo, Pop-Up Banner, Pull-up Banner, Tablecloth, Wall Banner	<b>Font Size:</b> 8pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -10mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +10mm. Dieline / Template where necessary.
<b>Boards:</b> ABS, Chromadek, Display-line	<b>Font Size:</b> 8pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -10mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +10mm. <b>Holes where necessary.</b>
Brandable Items: Mousepads, Pens, Diaries, Face Shields, Shopper Bag, USB Sticks,	<b>Font Size:</b> 8pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -10mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +10mm. Dieline / Template where necessary.
Contravision	<b>Font Size:</b> 8pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -10mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +10mm.
Correx Boards	<b>Font Size:</b> 8pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -10mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +10mm. <b>Eyelets where necessary.</b>
Desk Dividers / Info Boards	<b>Font Size:</b> 8pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -10mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +10mm. Dieline / Template necessary.



# Artwork Problems Guide

Deskpads, Wall Calendars 1 month view, Wiro Desk Calendars	<b>Font Size:</b> 5pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -6mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +6mm. <b>Black must be 100% K Value. Wiro: Leave 10mm clear of text on side of Wiro. Template necessary for Wiro Desk Calendar.</b>
Tent Calendars	<b>Font Size:</b> 5pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -6mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +6mm. Template necessary.
Tickets	<b>Font Size:</b> 5pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -6mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +6mm. <b>Perforation &amp; Variable Numbering where necessary - Indicate starting number.</b>
Wall Calendar 12 month view	<b>Font Size:</b> 5pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -6mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +6mm.
Doorhangers, Presentation Folders, Tags, Rounded Corner Business Cards, Paper Bags	<b>Font Size:</b> 5pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -6mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +6mm. Dieline / Template necessary.
Elliptical Standee, Portal entrance, Entry Form Boxes, Free Standing Units, Info Pillar, Info Totem, Sanitizer Station, Stacking Cubes,	<b>Font Size:</b> 8pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -10mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +10mm. Dieline / Template where necessary.
Hanging Mobiles, Wobbler	<b>Font Size:</b> 8pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -10mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +10mm. Dieline / Template where necessary.
Notepads (With & Without Cover) - DL, A5, A6 & A7	<b>Font Size:</b> 5pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -6mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +6mm. <b>FOR COVERS: 30mm at top extra for foldover.</b>
Pur Bind Booklets	<b>Font Size:</b> 5pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -6mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +6mm.
Wiro Booklets	<b>Font Size:</b> 5pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -6mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +6mm. <b>25mm clear of text open on side of wiro.</b>
Selfie Frame	<b>Font Size:</b> 8pt, 300dpi image quality, CMYK Colour Mode <b>Safe Text Size:</b> Size of product ordered -10mm. Remember to convert text to paths OR Convert artwork to Jpeg. <b>Bleed:</b> Product size +10mm. Dieline / Template where necessary.

**ALL ARTWORKS MUST BE 300DPI & CMYK COLOUR MODE. A MAJOR CAUSE FOR THIS IS THAT A SCREEN USES RGB COLOURS. PRINTING COLOURS ARE MADE UP OF CMYK OR PANTONE COLOURS. THIS USUALLY ACCOUNTS FOR THE COLOUR DIFFERENCES.**

**DIELINES, HOLES AND EYELETS MUST BE IN 100% MAGENTA SPOT COLOUR.**

**PRINTULU DOES NOT PRINT WHITE ON TRANSPARENT VINYL. TRANSPARENT VINYL CAN ONLY BE PLACED ON WHITE PRODUCTS.**

