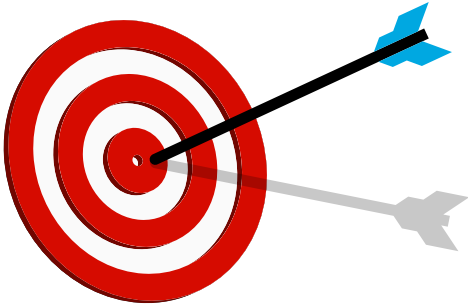


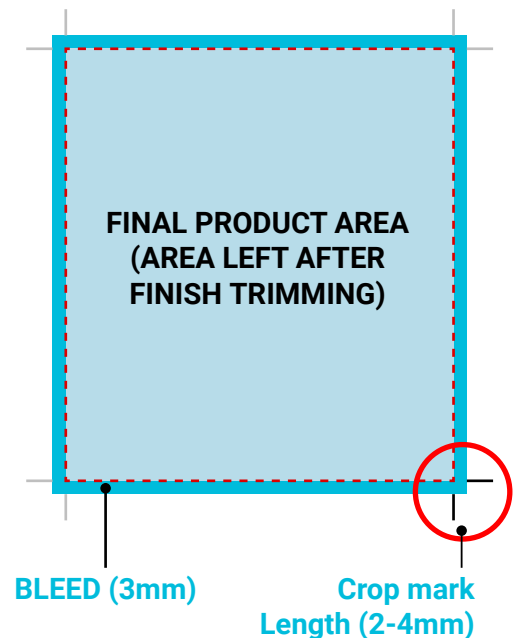
# QUALITY GUIDELINES



Printing is an industrial manufacturing which involves application of many machinery and processes. As machines are operated by human beings, the possibility of minor errors cannot be ruled out. In order to nullify the effects of those errors in the finished products, a few good practices come handy for assured quality. These are very common practices and known by most of the professional designers. Still we discuss the good artwork making practices so that the quality of the end product looks the same as design.

## Cutting or crop marks:

Most of the items are printed in a larger sheet than the artwork size. The final product needs a trimming to take out the printed item in the same size of design. For this a bounding box cannot be placed with a straight line. Because machines which cut a bunch of paper normally have a permissible error tolerance of 1-2mm. Therefore, even after final cutting a part of the bounding line may appear in the printed sheets which is not desired as per design. So, cut / crop marks of small straight lines (with recommended length of 2-4mm) are placed to demarcate the boundary of the artwork area. These marks are placed at least 3 mm outside the artwork (outside the bleed) so that after the finish cut no marks appear in the finished product.

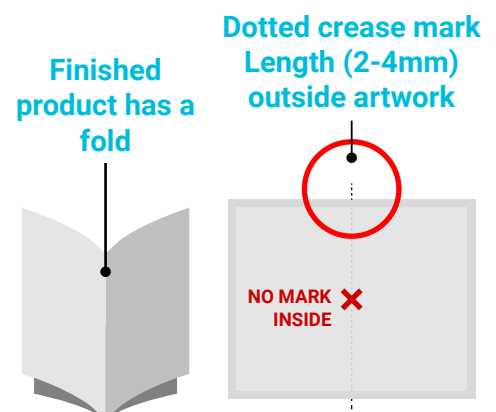


## Bleed:

As the word implies, bleed is the extra area of design outside the final size of artwork. This is eventually useful when there are image(s) and / or colour(s) required to be printed till the edge of the paper. In that case, if those elements are not extended to at least 3mm outside the artwork area, unwanted paper coloured border may appear due to permissible cutting error. So, it is safe to have an extended area of 3mm on all outside boundaries to avoid the appearance of thin paper coloured borders after finishing cut.

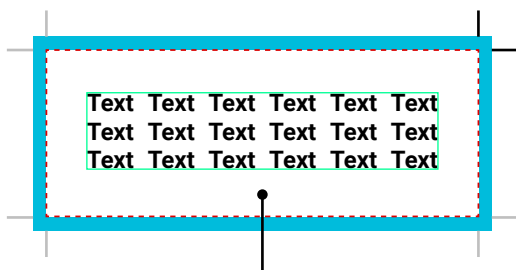
## Fold or creasing marks

The marks are similar to cutting marks but conventionally provided with dotted lines to differentiate with cut / crop marks.





# QUALITY GUIDELINES



Margin area (6-12mm)

## Margin:

All important elements, mainly texts are needed to be placed at least 6-12mm (0.25-0.5inch) inside the artwork edge. This nullifies the risk of partial removal of text due to permissible finish cutting tolerance. Although the no line for margin should be visible.

## Font handling:

Any font available with the user can be used in the artworks. But for non-system creative fonts, there is a common error of "Missing Font", if that specific font file is not available in the system from where it is to be printed. To overcome this error, in many desktop publishing software there is a facility to convert texts into vector drawings. This process is called in different names like "Convert to Outline", "Convert to Curves" or "Convert to Path". This removes font information from the text and thus there will be no risk of missing the font. Otherwise all fonts need to be shared in the artwork, which is a difficult process. However, if a Press Quality PDF (hereinafter referred as PQPDF) is uploaded as artwork, orderprint.in handles it without converting it into vectors.



Editable with text tool



Converted to outlines



Missing link image!

## Images:

If image(s) is used in artwork, this may be embedded by default in the artwork file or stay linked like a website. When final artwork is released for printing, it must be made sure that all images are embedded in the artwork or uploaded separately. However, PQPDF format embed all images in the artwork by default. If any other file formats are uploaded, original images linked with the file may be needed to be uploaded separately.

## Web image policy:

Most of the images available are suitable for viewing and not printing. Before using any image from the web, the resolution and colour mode needs to be corrected. Moreover, web images are subject to copyright and royalty as applicable by the law. Orderprint.in or its promoters do not recommend the use of web images, as this act is under the purview of intelligent property protection law. The entire responsibility, whatsoever, lies on the buyer. In simple words, **a user is not entitled to use any intelligent property without having legal right to use it.**

