

# GENERAL DESIGN SPECIFICATIONS & REQUIREMENTS

Things you need to know before sending files to us



**BUSINESS CARDS | SILM CUT CARDS | TICKETS | CLOTHING TAGS**

## > Artwork Size

- Standard business card size is **90mm x 54mm**
- Artwork size including bleed must be **94mm x 58mm**
- We accept sizes smaller than the standard card size. eg. **85mm x 45mm**. Please ensure you add 2mm bleed border.
- 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.



— Full Bleed 94mm x 58mm / If cards are silm cut (eg 94mm x 49mm)

- - - Trim Size 90mm x 54mm/ If cards are silm cut (eg 90mm x 45mm)

- - - Safe Zone 86mm x 50mm/ If cards are silm cut (eg 86mm x 41mm)

Please contact us if you require a business card template.

## > 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 hard copy print outs therefore, no responsibility can be taken for the content or colour accuracy. Trimming of cards may also vary 0.5-1mm due to technical restrictions.
- 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 final artwork to us.
- Photoshop users must flatten all layers before sending artwork to us.

## > 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 files.

## > Format

- We accept \*.ai , \*.psd , \*.eps, and \*.pdf files.
- We also accept .tif, and .jpg images at 350dpi 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:**
  - 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**  
mac user - **ftp.kingofprint.com.au**  
username = **client@kingofprint.com.au** / password = **koprint08**
  - \* please inform us after file uploading is complete**   
(as files might become corrupt if we start downloading before uploading has finished)

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.



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have all your printing needs covered  
[www.kingofprint.com.au](http://www.kingofprint.com.au)

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