

GENERAL DESIGN SPECIFICATIONS & REQUIREMENTS

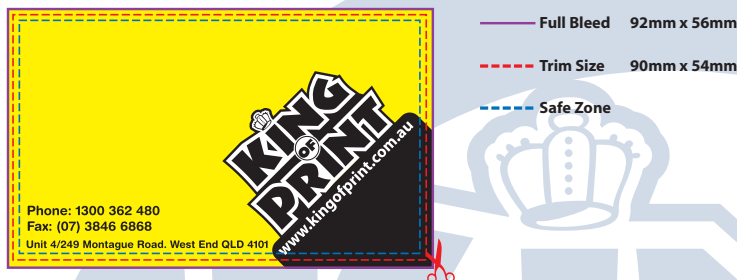
Things you need to know before sending files to us



BUSINESS CARDS | TICKETS | CLOTHING TAGS

> Artwork Size

- Standard business card size is **90mm x 54mm**
- Artwork size including bleed must be **92mm x 56mm**
- We accept sizes smaller than the standard card size. eg. **85mm x 45mm**. Please ensure you add 1mm 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.



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 in 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: Quark Express, Indesign, and Desktop publishing files ie. Word, Publisher, Powerpoint.

> Ready to Send?

- We accept complete artwork via ftp and/or email.
- Artwork supplied via ftp:**
 - FTP site : <http://ftp.kingofprint.com.au>
(username: client@kingofprint.com.au password: [koprint08](#))
- Artwork supplied via email (under 10mb):**
 - All emailed artwork should be sent to info@kingofprint.com.au

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 Pty Ltd is not responsible for any art related errors, so please check your files carefully.

