



Shereno Printers

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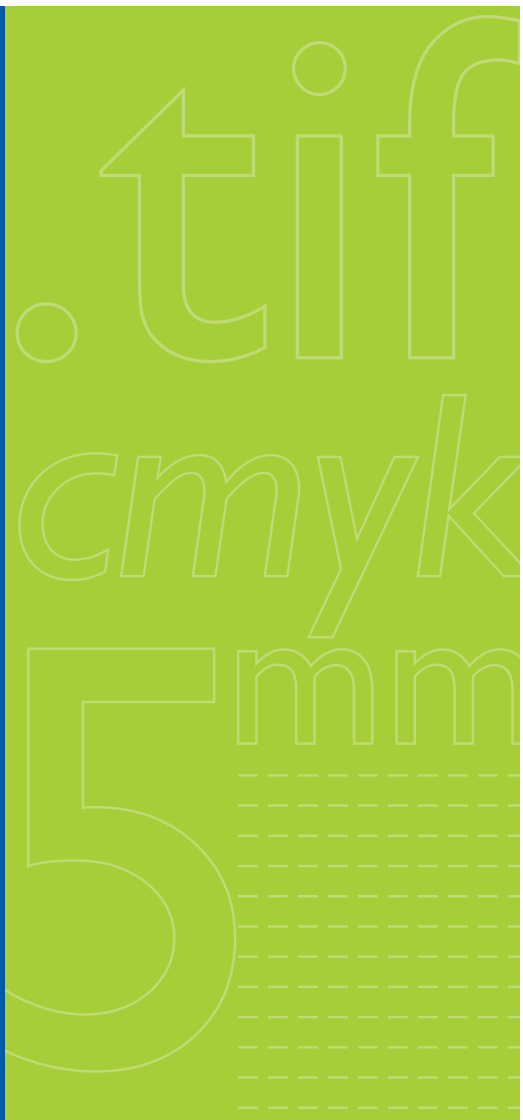
design print specifications

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Paper Sizes

Standard Paper/Envelope Sizes

Although paper can be cut to the required document needs, these are the standard sizes that are recommended.

Paper Sizes

A0	=	1188mm x 840mm	A5	=	210mm x 148mm
A1	=	840mm x 594mm	A6	=	148mm x 105mm
A2	=	594mm x 420mm	A7	=	105mm x 74mm
A3	=	420mm x 297mm	A8	=	74mm x 52mm
A4	=	297mm x 210mm	A9	=	52mm x 37mm

Envelope Sizes

C3	=	324mm x 458mm	DL	=	110mm x 220mm
C4	=	229mm x 324mm	B4	=	353mm x 250mm
C5	=	162mm x 229mm	B5	=	176mm x 250mm
C6	=	114mm x 162mm			
C7	=	81mm x 114mm			

P.S that these are completed/cut sizes. In most cases your document will be larger were the added area, will justify as the bleed.

Bleed

Standard Business Card

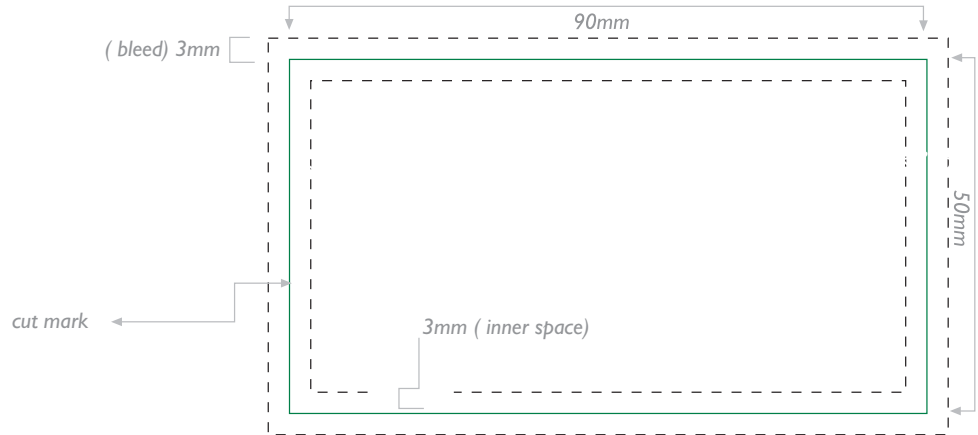
(90mm x 50mm)

3mm bleed all around
3mm inner space all around

The size of bleed differs from document to document.

eg.

- B/Card 3mm
- Flyer 5mm
- Poster 5mm
- Folder 10mm



- complete cut business card

Picture Quality and Resolution



- A picture at 300dpi / cmyk



- The picture at 72dpi / cmyk



- The picture at 300dpi / rgb

Picture resolution and color, will determine the quality of the printed document.

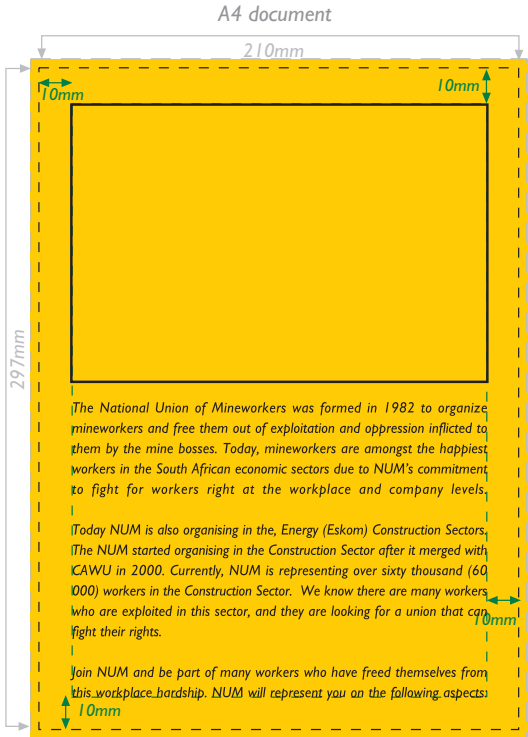
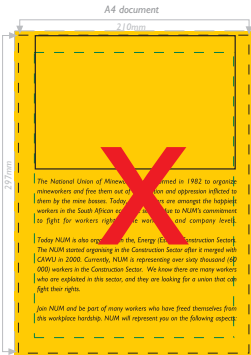
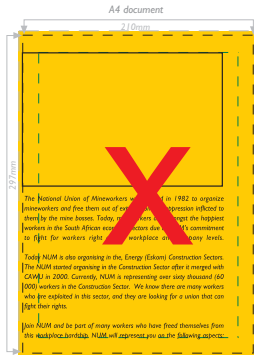
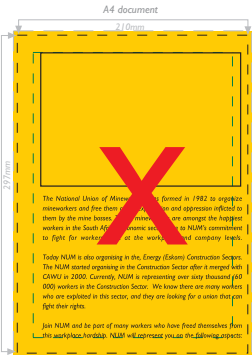
All litho print machinery works on CMYK color specifications and inks, therefore all documents that are designed for litho printing, are required to follow a few very important rules:

- All imagery are to be either CMYK or Grayscale, depending on the colour usage on the design. (NB. No RGB images are allowed in litho printing)
- Imagery needs to be 300dpi(Hi-Resolution). Most images taken from the internet are 72dpi(Lo-Resolution), and not suited for litho printing.
- The preferred file extension for an image is (.tif). Jpegs are used, but tend to fail when the document has to be plated. Gifs and psds are not allowed at all. Eps are allowed for clipping paths.
- Image size, will also determine the document file size. If an image used in the final layout of a document is 5cm x 9cm, then the tif should not be more than 8cm x 12cm @ 300dpi, cmyk/grayscale. A document with very large imagery, will delay the print processor, causing it to fail and therefore not being able to construct a pdf.

Text/Image Spacing

The spacing from the edge / spine of the document, is very important as it determines the quality of the designed document.

The text and picture spacing from the edge and spine, will change would regards to the size and content of the document.
 The size of the spacing, should not be less than 5mm from either side.
 Spacing will also be determined by the type of binding used on the document.



Saving a disk for print

- *3 versions of the document, must be saved onto the disk ie.*
 - *The original*
 - *Converted to paths*
 - *Press optimised pdfs. (Hi-Res)*
- *All images used must be copied to the disk*
- *All fonts used must be copied to the disk*
- *If the programme used to create the document, has diff. versions eg.. Freehand 9/10/mx, then the document must be saved, in these versions, and saved onto the disk as well.*
- *All disks, should be accompanied with, either a color/black and white laser proof.*

Saving a disk correctly, will help tremendously with a urgent "Rush" job.

Dye Traces

A correct dye trace is very important with regards to the final printed material.

A dye trace requires a lot of thought and measurement, and is therefore very important, that it calculated perfectly.

The construction of a dye, is a process that requires a few days to manufacture and is therefore important that the dye trace is given to the printers before the document, so that they have the time to construct it.

When designing a document that requires a dye:

- Bleed is of the utmost importance.
- Design in panels
- Remember, that (solid lines) are cut lines, where as (dotted lines) are folding lines.

