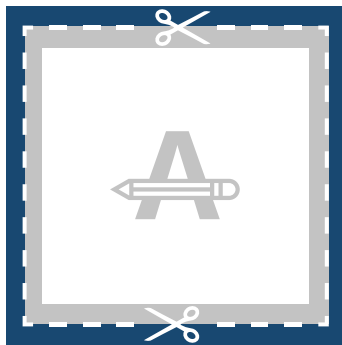# Make your artwork print-ready

To smoothly transition from the design stage to printing, we have a simple guideline to help you!

1 Set up your file

We recommend using our templates, but you can also set up your document size according to the **format** you have chosen and adding **3 mm bleed**. As for the quality, **300 dpi resolution** is the standard to ensure crisp and clear prints.

3 mm

Bleed
This area will be trimmed. Ensure all background graphics or images cover this area.

Trim Line
This is the final size your artwork will be trimmed to.

4 mm

Safety Margin
Avoid placing text or important details within this area in case of trimming inaccuracies.

2 How is it folded?

What's the best for your design? **Note that templates consist of 2 pages**. First page corresponds to the outside of the leaflet and the second page to the inside. Please make sure the folding lines are correclty placed in your digital proof.

Half Fold

Folded once (lengthwise or widthwise) and is therefore divided equally.
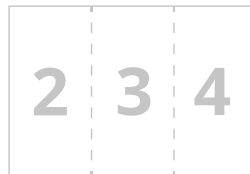

Want to know more?

Visit our **helpcenter** or **contact** our experts for personal advice.

In case not all specs are matched, we will always manually process, adapt and fix your artwork. You will be able to revise your digital proof before sending it to production.
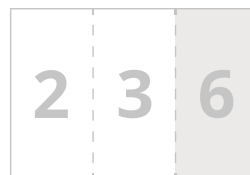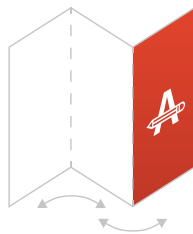
Make your artwork print-ready

Tri Fold

Folded twice in the same direction. One part of the leaflet is folded inside the other two parts.

Z Fold

Folded twice in the opposite direction forming an accordion shape.
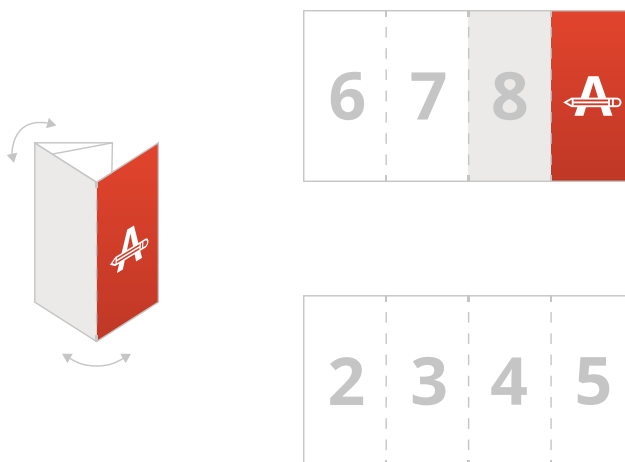
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Roll Fold

Folded twice in the same direction. One part of the leaflet is folded inside the other two parts.

6	7	8	**A**

2	3	4	5

W Fold

Folded three times in the opposite direction forming an accordion shape.

8	6	7	**A**

2	3	4	5

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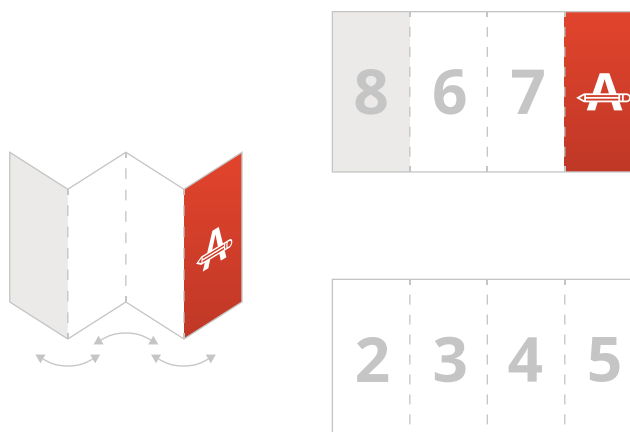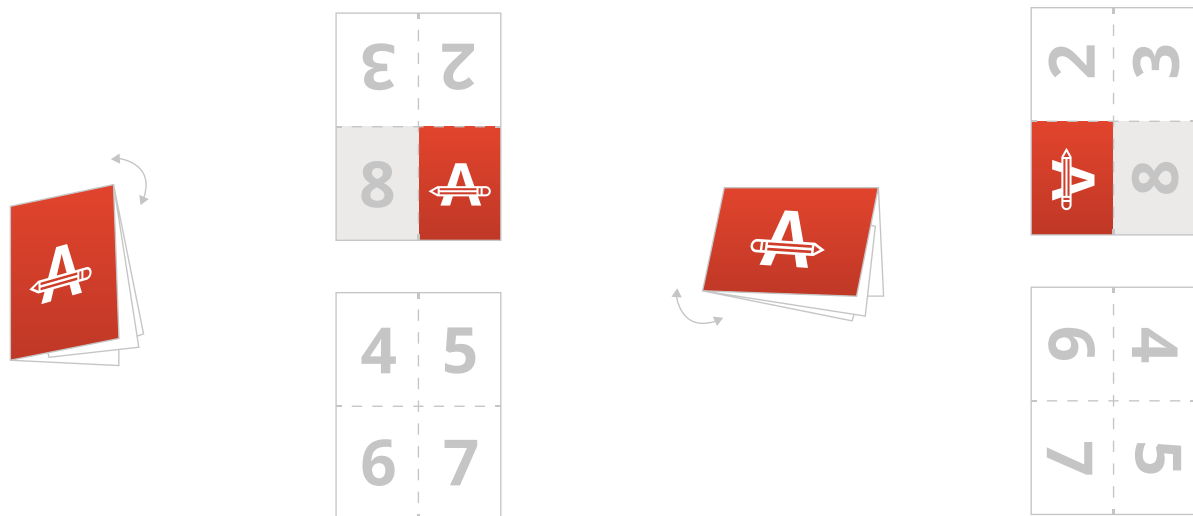
Make your artwork print-ready

Cross Fold

Folded twice, the second fold is perpendicular, so crosswise, on the first fold.

3 Extra checks

There are some checks to take into consideration before exporting your artwork:

- Same colour on different **types of paper** gives a different end result.
- All fonts and objects must be embedded.
- Check your layers for **overprint**.

Here you can find a recap on the **most common print mistakes** and how to avoid them.

4 Export to PDF

Export your artwork to PDF format and make sure your document **colour mode** is CMYK.

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