CLARKE
MURPHY
PRINT

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Design Checklist

If you are printing with Clarke Murphy Print, it's important to provide a press quality print-ready file. That way you avoid issues with the artwork, potential errors or a result other than what is expected. A press quality file includes:

1. High resolution PDF format

Add crop marks & 3mm Bleeds. Save/export as high quality Print PDF.

2. Set colour as CMYK

Check if the file is set as CMYK.

3. Correct Sizing

Set up your file as the actual product size to avoid loss of image quality.

4. Photo resolution at 300 dpi

Make sure the attached images are the actual size and the resolution is 300dpi.

5. Printable Area

Keep important elements at least 5mm inside trim line.

6. Proofreading

Proofread your artwork for spelling mistakes.

7. Packaging

Ensure diecut artwork is set to cut/knife and crease layers, and set to overprint.

8. Embellishments (foil, spot UV, emboss etc)

Supply embellishments artwork as vector layer on their own spot colour (not as CMYK), and set to overprint.

Providing a press-quality PDF will help to ensure that your final product will turn out just as you expect. We can help answer any questions you have about setting your files up to achieve the outcome you desire. If you have any questions, please don't hesitate to contact us.

When we're designing for you

To ensure a smooth design process, please provide the following materials to our design team:

1. Text file

Supply your text content in a Word document.

2. Logo

If available, provide a vector version of your brand logo. This will help us create high-quality artwork.

3. Images

Provide images at 300 dpi in their actual size. Avoid using low-resolution logos or images taken from your website.

4. Brand guidelines

Share your brand guidelines if you have them, so we can adhere to your preferred style and procedures.

5. Samples/ Pinterest

Share any design inspirations or previous samples. You can use Pinterest or a scrapbook to illustrate your ideas.

6. Dimensions, Special requests

Specify the dimensions of your items and any special requests you may have.

If unsure

We can assist with the detailed info and ensure we are ready to go. Simply get in touch with the team.

When you are preparing the Canva file yourself

CLARKE
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If you are printing with Clarke Murphy Print, we would ask you to share the Canva files with us online, as we have Canva Pro. If it's a fairly simple file, we can add the bleed and do a visual check for any issues before we download a CMYK PDF with bleed. Then we would run a preflight check of the document, which will flag any issues, before sending a proof back to you to check.

If you are preparing the Canva file yourself, please follow the steps below.

Step 1: When you have your artwork ready, the first thing you'll want to do is check our print guidelines (see our Design Checklist) to see if your file is print ready.

Step 2: Go to File > View settings > Show margins. This will automatically show a margin. Unfortunately, you can't seem to set a custom margin, but if you go to View settings > Show rulers and guides, you should be able to drag your own margins in from the ruler in Canva. This can be used to set the 'safe area' and ensure no text is outside the margin.

Step 3: Go to View settings > Show print bleed. This will turn on the automatic 3mm Canva print bleed.

Step 4: Go to Share > Download > File type and switch it to PDF for print. Then check the box which says 'crop marks and bleed'. **Do not** flatten the PDF (you can read why below). When you download with 'PDF Print' the Canva print resolution will be 300dpi (that's dots per inch) and it means it will be a high quality.

Step 5: Change the colour profile from RGB to CMYK. Please note this is an option only for Canva Pro. If you don't have Canva Pro, we suggest you to share the file with us online or let us know the file is in RGB mode.

At Clarke Murphy Print, unless you have asked us to go straight to print, we will perform a preflight file check which will identify things like any text outside the safe area or any images which show as too low resolution to use. We only come back to you if there is a problem. Please remember, as a printer we are not checking your documents for spelling or grammar errors before we proceed to print!

Should you flatten your PDF in Canva?
There is a check box option to flatten the PDF, which means Canva will flatten your artwork into a single image. Please don't select this, as the printer won't be able to edit any text or other elements in your original design. In most cases, at Clarke Murphy Print, we would prefer to be able to edit the PDF,

What is the Canva print resolution set to automatically?
The default Canva DPI (Dots Per Inch) is set at 96, which is suitable for digital use but won't be sufficient for high-quality printed materials. To switch to Canva high resolution for print, you can select PDF Print as the export option, which is set at 300dpi.

**If unsure, we can assist with the print and ensure your files are ready to go.
Simply get in touch with the team**