

Print artwork pre-flight checklist

Tick every line before you send files to press. Each item matches the specification Fretwell works to. The full explanations are in our guide at fretwell.co.uk/guides/how-to-set-up-artwork-for-print.

JOB NAME

FINISHED SIZE AND PAGES

CHECKED BY

DATE

1. Document set-up

- ☐ Document is built at the **finished trim size** (not the open or sheet size).
- ☐ Page count is correct, in **multiples of four** for saddle-stitched booklets.
- ☐ **3mm bleed** set on every trimmed edge, with backgrounds and images extended into it.
- ☐ All text, logos, page numbers and QR codes sit at least **5mm inside the trim**.
- ☐ No thin borders or frames running close to the trim edge.

2. Images and colour

- ☐ Images are **300dpi at the size they are placed** (not enlarged in the layout).
- ☐ No web or screenshot images used for print.
- ☐ Images and colours converted to **CMYK** using the profile agreed with your printer.
- ☐ Only Pantone colours that will print as **spot inks** are left as named spots.
- ☐ Body text and fine lines set in **100% black**, not a four-colour mix.
- ☐ Spot UV, foil or emboss areas supplied on a **separate layer or file**, as agreed.

3. Text and fonts

- ☐ All **fonts embedded** in the PDF, or converted to outlines.
- ☐ No missing fonts, missing links or low-resolution preview images.
- ☐ Spelling, names, prices, dates, phone numbers and web addresses **proofread**.

4. Folds, binding and mailing

- ☐ Folded leaflets built to the printer's **panel template**; no text on fold lines.
- ☐ Booklet content kept clear of the outer edge to allow for **creep**.
- ☐ Perfect-bound cover built to the **confirmed spine width**.
- ☐ Mailing address positioned to show through the **envelope window**.

5. Export and send

- ☐ Exported as **PDF/X-1a or PDF/X-4** with bleed and crop marks included.
- ☐ PDF opened and checked at **100% size**, page by page.
- ☐ File named clearly with the job name and version, e.g. *appeal-letter-v3.pdf*.
- ☐ Large files sent by **secure SFTP** (ask us for login details).

Not sure? Send the file anyway. Fretwell's pre-press team checks resolution, bleed, colour profiles, fonts and trapping on every job, and will contact you before anything goes to press.