



Artwork Guidelines

You don't need to know anything about printing to order from me. You look after the content, I look after making it work on press.

What I need from you

A file with your work in it. A PDF is best. If you have a designer, ask them for a print-ready PDF. If you made it yourself in something like Canva, export it as a PDF.

Images as large as you have them. The original from your camera or phone is ideal. An image saved from a website usually won't do, because it has been compressed down for screens.

Your logo in the best quality you have. If you have it as AI, EPS or SVG, send that. Those stay sharp at any size.

Text proofread. This is the one thing I can't check for you. I don't know whether your phone number is right or whether the event date has changed.

A rough idea of what you're ordering. Approximate size, how many, and when you need it. We'll work out the details together.

What I handle

- Converting colours for print and choosing the right colour profile
- Bleed, so colour runs right to the edge and you don't get white slivers
- Checking image resolution is high enough for the size you've chosen
- Turning your file into a print-ready format
- Telling you **before it prints** if something won't work

If your artwork needs more than a normal check, I'll tell you the cost up front. No surprise invoices.

Sending your files

Small files: attach them to the quote request form at coodenstudios.fi, or email them to wilma@coodenstudios.fi.

Large files: share them from Google Drive and email me the link. Remember to give view access, or the link won't open.

Name files clearly, for example `company_businesscard.pdf`. If there are several, zip them together.

Proof and print approval

Before printing you'll get a proof to check. Go through it carefully, especially text, names, phone numbers, addresses, prices and dates.

When you give print approval, you accept the content as shown in the proof. A mistake found afterwards that was visible in the proof doesn't qualify for a reprint.

The proof is viewed on screen. Your screen is backlit and print isn't, so colours never match exactly. If colour is critical, we can order a certified colour proof separately.

Worth knowing

Delivered quantity. Standard practice in print allows the delivered quantity to vary from the order by up to 10%. Invoicing is based on what is actually delivered.

Colour. Minor colour variation is normal. Different papers and different print runs give slightly different results.

Quantity. I print any quantity. There is no minimum order.

Technical details for designers

This section is for a graphic designer. If you're not producing the artwork yourself, you can skip it.

File format

Format	Suitability
PDF/X-4, PDF/X-1a	Best. Use this.
AI, EPS	Good for logos and vector work
TIFF	Best raster format, lossless, supports CMYK
SVG	Logo source only, not final artwork
PNG	Acceptable for a logo if no vector exists, RGB only
JPG	Photo-only products with no text

SVG is a web format and doesn't reliably support CMYK, bleed or crop marks.

Dimensions and resolution

Bleed 3 mm on every edge, 5 mm for large format. Safety margin for text at least 3 mm inside the trim line.

Use	Resolution
Digital printing	200–300 ppi
Offset printing	300 ppi
Line art	1200 ppi
Large format viewed from over 2 m	100–150 ppi at final size

Minimum line weight 0.25 pt. All pages the same size and orientation.

Colour

CMYK. Recommended profiles: PSO Coated v3 (FOGRA51) for coated stock, PSO Uncoated v3 (FOGRA52) for uncoated.

Black text 100% K, no registration black. Rich black for large solid areas, for example C60 M40 Y40 K100. Overprint on black only.

Additional colours as PANTONE or spot definitions.

Fonts

Embed fonts in the PDF or convert text to outlines. Reversed-out text below 10 pt can suffer from registration shift.

Special finishing

Die lines in a spot colour named **Cut_1** (C0 M100 Y0 K0), set to overprint, as one continuous path.

Spot varnish and embossing as a separate file at the same size, with the area marked in 100% black.

Textile printing: logo as vector, colours as PANTONE references, print size in millimetres.

Just ask. If anything is unclear, message me before you send the files. It's always faster than fixing things afterwards.

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