ARTWORK SPECIFICATIONS

How to supply print-ready artwork to VSM. These are general guidelines; confirm job-specific requirements before final export.

1 File format & document setup

Preferred: press-quality PDF (PDF/X-1a or PDF/X-4 where suitable). Supply AI/EPS/SVG only when requested; PNG/JPG are acceptable for some products but may not be print-ready. Set the page to the **finished size** at 100% scale. Supply separate pages for front/back or multiple versions.

2 Bleed, trim, safe area & crop marks

Bleed: extend background images and colour **3 mm beyond each trim edge** for typical paper printing. Example: an A4 210 × 297 mm flyer has a 216 × 303 mm overall artwork area with 3 mm bleed. **Safe area:** keep important text/logos at least 3–5 mm inside trim (more for binding, large signs or specialty cuts). **Crop/trim marks:** include only when requested or when exporting a print PDF; marks must sit outside the bleed. Do not draw a border to indicate trim.



Outer edge: artwork + bleed

Dashed line: finished trim

Inner line: safe area

Diagram not to scale

3 Colour, images & typography

Colour: CMYK for standard full-colour printing where available; RGB colours can shift in print. Spot/Pantone colours must be specified separately and may cost extra. **Images:** aim for 300 ppi at final size for close-viewed print; large signage may need less depending on viewing distance. **Fonts:** embed fonts in the PDF or outline fonts in editable artwork. Check spelling and image licensing.

4 Stickers, signage & special finishes

Supply a separate vector cut path for contour-cut stickers or shaped signage when requested. Label the cut path clearly; do not flatten it into an image. Specify white ink, clear stock, lamination, drill holes, folds, creases, perforations and finishing as applicable. **Do not assume 3 mm bleed or 3 mm safe area fits every product**—we will confirm production templates for these jobs.

5 Exporting from Canva

Open your design → **Share** → **Download** → **PDF Print**. Turn on **Crop marks and bleed** where available and appropriate; choose **CMYK** if your Canva plan offers it. Ensure artwork/backgrounds extend into the bleed area, then download and inspect the PDF at 100%. Canva features and menu wording may vary by plan and device.

6 Sharing your Canva artwork with VSM

Best option: send the exported **PDF Print** file. If VSM needs to edit the design, in Canva choose **Share**, select a suitable collaboration or template link, and grant the minimum access needed. Send the link through your enquiry and confirm that it opens without requiring us to request access. **Do not share your Canva password.**

Before sending — quick checklist

■ Correct finished size ■ Bleed and safe margins ■ High-resolution images ■ Fonts embedded ■ Correct colour expectations ■ All pages included ■ Special cut/finish instructions supplied

Important: VSM will review artwork for production suitability where agreed, but supplying a file does not guarantee it is error-free. Final proofs should be checked and approved by the customer.