

THE CLOUDPRINTER CHECKLIST FOR THE PERFECT ARTWORK FILE



There are several things you need to bear in mind when creating artwork. So we've put together some tips that will help you produce the perfect artwork file. We explain the aspects of color, size, format, line thickness, margins and the right resolution for your image files. Now there's nothing stopping you from producing perfect artwork files!

DOCUMENT COLORS

In cases where you will not use a color profile, RGB or CMYK color space should be used in most cases.



DIGITAL PRINT

For digital printing, we recommend using RGB.



OFFSET PRINT

For offset/litho printing, we recommend the use of CMYK and PMS color space.

COLOR SPACE GUIDELINE FOR PRODUCT CATEGORIES

Brochure	RGB/CMYK (Best results with CMYK)
Business Card	RGB/CMYK (Best results with CMYK)
Calendar	RGB/CMYK (Best results with CMYK)
Canvas	RGB/CMYK (Best results with CMYK)
Card	RGB/CMYK (Best results with CMYK)
Flyer	RGB/CMYK (Best results with CMYK)
Folder	RGB/CMYK (Best results with CMYK)
Gifting	RGB/CMYK (Best results with CMYK)
Photo	RGB/CMYK (Best results with CMYK)
Photobook	RGB/CMYK (Best results with CMYK)
Poster	RGB/CMYK (Best results with CMYK)
Promotional	RGB/CMYK (Best results with CMYK)
Textbook FC	RGB/CMYK (Best results with CMYK)
Envelope	CMYK/PMS
Letterheading	CMYK/PMS
Textbook BW	CMYK (Only 0-100% Black for content)

When saving your files, select **PDF-X/4** with **FOGRA51/52** color profile.

DOCUMENT CONTENT



LAYERS

Generally, it is strongly advised to keep layers and not to flatten your PDF. On Diagrams / Drawings / etc. we advise keeping vectors where possible for optimal quality and minimal filesize.



IMAGES

For pixel-based imagery in RGB, it is recommended to keep their RGB color space.



FONTS

All fonts need to be embedded into the PDF or converted to vector if embedding is not an option. Converting fonts to pixels is possible but this will reduce quality, and increase filesize so it is not recommended.



PDF BOXES

If you are not that familiar with the structure of a PDF file, then have a look in this article where we go through the structure and explains the purpose of each box. [PDF page boxes explained](#)

PDF PREFERENCES

Once you've gone through every step, it's time to save your artwork. PDF files are mostly lossless printable file formats perfect for just this purpose. Once you've got everything saved in PDF, you're ready to go! Once you've gone through every step, it's time to save your artwork. PDF files are mostly lossless printable file formats perfect for just this purpose. Once you've got everything saved in PDF, you're ready to go!

Please use PDF version **min 1.4 / max 1.7** for all print products.
We highly recommend PDF **version 1.6**.