



MCRL
OVERSEAS GROUP

ARTWORK GUIDELINES

Designer Checklist

BEFORE YOU SUBMIT FILES

- Request our die line templates
- Work with a print-experienced designer

FILE SET UP

- Export press quality PDF press (InDesign/Photoshop)
- Embed all fonts & images
- Pages = single pages (not spreads)
- Inside pages = 1 file; cover/endsheets = separate labeled files
- Resolution: 300 dpi minimum
- Colours: CMYK only (grayscale for B/W); no RGB/spot unless quoted

LAYOUT & SAFETY

- Bleed: 0.125" each side
- Trim: final page size; crop marks 0.125" outside trim
- Safe Area: keep text/images/logos 0.25" inside trim (0.5" at spine)

TEXT

- Text must be live/editable
- No rasterized text
- Fonts embedded or supplied
- "Printed in China" included on copyright page or back cover (legal requirement)

Need Help? Contact Carol Popper at
carol@mcrprinting.com



Designer Checklist

SPECIAL FINISHES (foil, UV, embossing, die-cut)

- Separate 1-colour vector file
- Correct size & position
- Outlined fonts/graphics only
- Keep 0.25" from edges
- Min stroke: 1.5 pt. Min font size: 8 pt

COLOUR & BLACK

- Convert to CMYK – Japan Color 2001 Coated
- Adjust for any colour shifts
- Ink coverage: 10% min / 280% max
- Black: Small text/lines = 1-colour black | Large solids = Rich black (4-colour)
- Brand colours: use Pantone Bridge CMYK values

ENDSHEETS (Hardcover only)

- Design as double-page spreads with bleed/crop marks
- Front: inside cover glued (right blank); flyleaf back (left design only)
- Back: reversed setup
- Allow 10mm loss at spine edge

SUBMISSION

- Compress into one .zip
- Label file: Quote # + Name + Project
- Upload to MCRL Dropbox (mcrllprinting.com/submit-artwork/)
- Email Carol (carol@mcrllprinting.com)

Your physical proof will be sent approx 2 weeks after approval of print-ready files!