Artwork and File Supply Guide

Star Print Solutions Pty Ltd · ABN 43 600 127 759 · Effective 9 November 2026
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1. About this guide

1.1 This guide explains how to supply artwork to Star Print Solutions so it can go to press without delay. If you or your designer has any questions, or would like us to check a file before it is sent, call us on 1300 251 535.

1.2 Artwork that does not follow this guide may need correcting before printing. We will always tell you first and let you know of any cost.

2. File format

2.1 We accept artwork as a high-resolution, print-ready PDF only. We do not accept open or native files, such as InDesign, Illustrator, Photoshop, Word, PowerPoint or Publisher files, or image files such as JPG and PNG.

2.2 Export to PDF/X-1a or PDF/X-4 with all fonts embedded, images at full resolution, 3 mm bleed and crop marks set outside the bleed. In InDesign, the PDF/X-4 preset with bleed and crop marks turned on is suitable.

2.3 If you design in Canva, download as ‘PDF Print’, tick ‘Crop marks and bleed’ and choose CMYK where it is offered. We will check the file and let you know if it is not suitable for press.

2.4 Supply one PDF per item, with single pages in reading order, not printer spreads. Where a booklet cover is on a different stock from the inside pages, supply the cover and text as separate PDFs.

2.5 Name files with the client, job, item and version, for example HF_Nov26_Letterhead_V2.pdf.

3. Size, bleed and margins

3.1 Set up the document at the finished trimmed size. Common sizes are A4 (210 × 297 mm), A5 (148 × 210 mm), A6 (105 × 148 mm) and DL (99 × 210 mm).

3.2 Any colour or image that runs off the edge must extend 3 mm past the trim on every side.

3.3 Keep text, logos and other important content at least 5 mm inside the trim. For thicker saddle-stitched booklets, allow a little more on the outside edge of the inner pages, as these trim slightly narrower.

4. Colour

4.1 Artwork should be CMYK. RGB images from phones, cameras and websites will be converted and may print duller than they look on screen.

4.2 For coated stock, use the ISO Coated v2 (ECI) or Coated FOGRA39 profile. For uncoated stock, use PSO Uncoated ISO12647 (ECI) or Uncoated FOGRA29.

4.3 Set black text to 100% black (K100) only. For large solid black areas, we recommend a rich black of C40 M30 Y30 K100.

4.4 Total ink coverage should not exceed 300% on coated stock or 260% on uncoated stock.

4.5 Where a job is printed in Pantone spot colours, use the exact Pantone names. Where a job is printed CMYK, Pantone colours are converted and will be a close match, not an exact one.

4.6 Colour on screens and office printers is not a reliable guide. If colour is critical, ask for a hard-copy proof.

5. Images, fonts and fine detail

5.1 Images should be 300 ppi at the size they will print. Images copied from websites are usually not suitable.

5.2 Embed all fonts or convert them to outlines.

5.3 Avoid text smaller than 6 pt and lines finer than 0.25 pt.

6. Folding and finishing

6.1 On roll-fold leaflets, the panel that folds in should be 2 to 3 mm narrower. We can supply a template on request.

6.2 Show die cuts, perforations and creases on a separate layer or spot colour named DIELINE, set to overprint.

6.3 Supply spot UV, foil and varnish artwork as a separate page in the PDF, in 100% black, positioned exactly over the artwork.

7. Personalised items

7.1 Letters, reply forms and other items to be personalised by your mailing house are printed and supplied flat on uncoated, laser-safe stock. The mailing house folds them after personalising.

7.2 Keep the name, address and barcode areas clear, as specified by your mailing house, and do not place varnish, cello or heavy ink coverage in those areas.

7.3 Let us know whether your mailing house needs these items supplied 1-up or 2-up.

8. Envelopes

8.1 Standard envelope sizes are DL (110 × 220 mm), C6 (114 × 162 mm), C5 (162 × 229 mm) and C4 (229 × 324 mm).

8.2 Envelopes are printed on the face only. Please tell us whether the design is minimum coverage, such as a logo and return address, or heavy coverage with solid colour, large images or bleed. Heavy coverage costs more.

8.3 Overprinted envelopes are made up first and printed afterwards. Artwork must sit at least 10 mm in from each edge and cannot bleed.

8.4 Flat-sheet envelopes are printed flat and then converted, so they can carry bleed and full coverage. They cost more and take about twice as long to produce.

8.5 Ask us for the correct template before starting the design.

9. Mail pieces

9.1 We print and supply items for mailing but do not handle postage or lodgement. Address positions, window positions, Reply Paid panels and postage imprints must be set up to your mailing house’s template and approved by your mailing house or Australia Post before artwork is supplied. We print these items exactly as supplied.

10. Labels

10.1 Address labels are printed on our standard sheet sizes to suit existing cutting dies. Please use our label template and keep artwork at least 2 mm inside each label edge.

11. Environmental claims and logos

11.1 The FSC logo can only be printed when the job is produced by an FSC Chain of Custody (CoC) certified printer on certified stock, using the label issued under that printer's licence. We arrange this with our printer and supply the approved logo for you to place. Wording such as "printed on FSC paper" without the official label is not permitted.

11.2 Claims about recycled content should be specific, for example "printed on 100% recycled paper", and must match the stock used. We will confirm the stock and the correct wording before the job goes to press, in line with the ACCC's guidance on environmental claims.

12. Readability

12.1 Many charity supporters are older readers. For letters and reply forms we recommend body text of at least 12 pt, good contrast between text and background, and no text over busy images, in line with Vision Australia's guidance on clear print.

13. Proofs

13.1 We provide a PDF proof for every job. A hard-copy proof can be supplied on request.

13.2 Please check the proof carefully, including spelling, phone numbers, dates, prices and positions. Once you approve the proof, the job is printed as shown, in line with our Terms and Conditions of Trade.

14. Sending files

14.1 Email PDFs up to 10 MB to info@starprintsolutions.com.au, quoting the job name or quote number. For larger files, send a WeTransfer or similar link to the same address.