

Print preparation cheatsheet

DPI standards

72 DPI	Web / screen baseline. Not for print.
150 DPI	Floor for acceptable print. Posters, large signage.
300 DPI	Photo-print standard. Brochures, books, packaging.
600 DPI	Fine line art, tiny text, technical drawings.

Paper weight (gsm)

80 gsm	Everyday office paper. Letterheads, drafts.
120 gsm	Heavier flyers and brochures. Better opacity.
170 gsm	Thin card. Postcards, posters, light covers.
250-350 gsm	Card stock. Business cards, premium covers.

Default bleed

3 mm	Most commercial print. Cards, flyers, books.
5 mm	Wide-format and saddle-stitched booklets.
0 mm	Office printing on full sheets - trim is the page edge.

Common pitfalls

No bleed	Background art ends at the trim line; cutter drift leaves white slivers.
Fonts not embedded	Substitution at the press changes line breaks and layout.
RGB images	Many printers expect CMYK; converting at the press shifts colour.
Low-res images	Anything below 150 DPI at print size will look soft.
Hairlines	Strokes thinner than 0.25 pt may not render reliably.