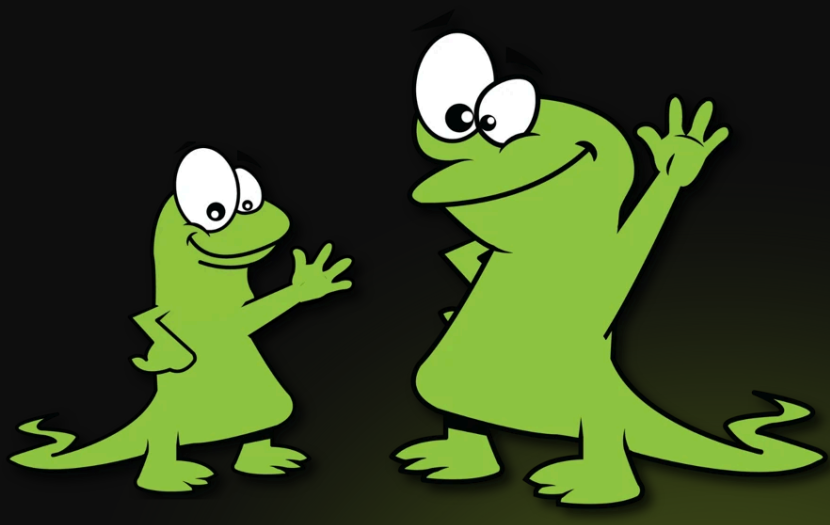
TWO NEWTS

PRINT SHOP

ARTWORK MADE EASY.

How to send files that print sharp, stitch neatly and look exactly how you pictured them. Garments, embroidery, stickers, print and banners.



Not sure your file is right? Send it anyway. We check every file and send you a proof before anything is made.

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START HERE

1 THE 60-SECOND CHECKLIST

Tick these off and your job will sail through. Miss one? No drama. We'll spot it when we check your file and tell you before we print.

- ☑ **The right size.** Design at the size it will be printed, or tell us the size you want.
- ☑ **Sharp images.** 300 dpi at print size. More on page 3.
- ☑ **3mm bleed** on anything that's colour or images right to the edge (paper print).
- ☑ **Keep it safe.** Text and logos at least 3mm inside the cut edge.
- ☑ **Fonts sorted.** Embed them in your PDF, or turn text into outlines.
- ☑ **Transparent background** for anything going on clothing or stickers.
- ☑ **Spell-checked.** Names, dates, phone numbers and web addresses.
- ☑ **Your own artwork,** or permission to use it (logos, characters, photos).

2 WHICH FILE SHOULD I SEND?

YOU'RE ORDERING	BEST FILE	ALSO FINE
T-shirts, hoodies, hi-viz (DTF and vinyl)	Transparent PNG at full print size, 300 dpi. Or a vector file: PDF, SVG, AI or EPS.	A good JPG. We can usually remove the background.
Embroidery	Your logo as a vector file (PDF, SVG, AI, EPS).	The clearest PNG or JPG you have. We turn it into stitches for you.
Stickers and labels	Vector file, or transparent PNG at 300 dpi. Tell us the shape you want it cut to.	A JPG plus a note: "cut round the outline" or "circle".
Cards, flyers, leaflets	Print-ready PDF, CMYK, with 3mm bleed and crop marks.	A Canva invite, or a Canva "PDF Print" download.
Booklets (programmes, order of service)	One PDF, single pages in reading order, with 3mm bleed.	Separate cover and inside files, clearly named.
Banners and boards	Vector PDF made at full size, or to scale (say 1:10) with images good enough to enlarge.	Ask us first. We'll check the sizes with you.

Designed it in Canva? The easiest way is to **share the design with us** (Share → add hello@twonewts.co.uk as an editor). Or download it: **Share** → **Download** → **PDF Print**, and tick **Crop marks and bleed**.

LOOKING SHARP

3 IMAGES AND PHOTOS

The quality of what you send is the quality of what you get. We print the file exactly as it is, so a blurry image prints blurry.

AIM FOR 300 DPI AT THE SIZE IT'S PRINTED

"dpi" means how many dots of detail fit into each inch. At 300 dpi, photos and logos print crisp. Below about 150 dpi, edges start to look soft or blocky ("pixelated"). Making a small image bigger **doesn't add detail**, it just stretches what's there.

PRINTED SIZE	PIXELS NEEDED FOR 300 DPI	EXAMPLE
Left chest (about 9cm wide)	about 1,060 pixels wide	Logo on a polo or hoodie
A5 (14.8 × 21cm)	1,748 × 2,480 pixels	Flyer, programme page
A4 (21 × 29.7cm)	2,480 × 3,508 pixels	Big print on a t-shirt front
A3 (29.7 × 42cm)	3,508 × 4,961 pixels	Full back print, poster

Images that usually print badly

- Saved from Facebook, Instagram or WhatsApp. They're shrunk to load fast.
- Screenshots.
- Pictures copied off a website or Google Images.

Where to find a better file

- Ask whoever designed your logo for the "original" or "vector" file.
- Send photos straight from your phone's camera roll, at full size.
- Email them as attachments, not pasted into the message.

AI IMAGES AND SCREEN-ONLY DESIGNS

Pictures made with AI tools, and designs made only to look good on a screen, often look bright and glowing on your phone but **print noticeably darker and duller**. Ink can't glow like a screen does. If you're using an AI image, ask us to check it first.

4 COLOUR

- **Screens and ink are different.** Screens mix light (RGB) and printers mix ink (CMYK). Very bright greens, blues and neons can come out a little softer on paper. Set paper print files to **CMYK** where you can. If you don't, we'll convert them.
- **Got brand colours?** Send us the codes (Pantone, CMYK or hex, e.g. #E6007E) and we'll match them as closely as we can.
- **Embroidery** uses real thread, so we match each colour to the nearest thread shade. We keep your thread colours on file so your repeat orders match.
- **Every phone and monitor shows colour slightly differently.** If an exact match really matters, ask us for a printed sample.

EDGES

5 BLEED, TRIM AND SAFE AREA

Paper is printed slightly bigger than it needs to be, then trimmed. Cutting can move by a millimetre or two, so we build in a little room either side of the cut.



Bleed: 3mm all round. If your background colour or photo goes right to the edge, stretch it 3mm past the cut line. Then there's no white sliver if the cut moves.

Trim (cut line): the finished size, e.g. 148 × 210mm for A5.

Safe area: keep text, logos and anything important at least **3mm inside** the cut line, so nothing gets chopped or looks squashed against the edge.

No colour to the edge? White borders don't need bleed. Just keep to the safe area.

COMMON SIZES

SIZE	FINISHED (TRIM)	DOCUMENT SIZE WITH 3MM BLEED	GOOD FOR
Business card	85 × 55mm	91 × 61mm	Cards, loyalty cards
A6	105 × 148mm	111 × 154mm	Small flyers, postcards
DL	99 × 210mm	105 × 216mm	Price lists, compliment slips
A5	148 × 210mm	154 × 216mm	Flyers, programmes, order of service
A4	210 × 297mm	216 × 303mm	Leaflets, menus, A4 booklets
A3	297 × 420mm	303 × 426mm	Posters

Making a PDF? Choose **"High quality print"** or **PDF/X-1a** if your software offers it, include **bleed and crop marks**, and make sure fonts are **embedded** (or converted to outlines/curves). Word and Publisher users: **File** → **Save as** → **PDF** is fine for most jobs.

BY PRODUCT

6 CLOTHING AND EMBROIDERY

PRINTED CLOTHING (DTF AND VINYL)

- **Transparent background, please.** Otherwise the white or coloured box around your logo gets printed too.
- **Think about the garment colour.** A dark logo vanishes on a navy hoodie. Ask us for a light version on dark garments.
- **Very thin lines** and tiny text under about 2mm tall can break up. Keep details chunky.
- **Tell us the position and size**, e.g. left chest, full back. You can choose these on the product page, and we'll confirm them on your proof.
- **Your own garments?** We're happy to print or embroider them. We take great care, but we can't be responsible if a garment is damaged by the machinery.

EMBROIDERY

- We **turn your logo into stitches** ("digitising"). A clean vector logo gives the neatest result.
- **Small text:** letters need to be about **5mm tall** or more to stitch clearly. Very small text may be simplified.
- **Gradients, shadows and photos** don't stitch well. We'll suggest a simpler version for thread if needed.
- Colours are matched to **real thread shades**, and we keep them on file so your next order matches.
- Your proof shows the size, position and thread colours before we stitch.

7 STICKERS AND LABELS

- **Tell us the cut:** round the outline (die-cut), circle, square, rectangle with rounded corners, or a custom shape.
- For die-cut stickers, we can add a **white border** round your design so it cuts cleanly.
- Keep text **3mm inside** the cut line, just like paper print.
- **Bottle and product labels:** tell us the bottle or jar size, or the exact label size, and whether it wraps right round.
- Legal wording on food and drink labels (ingredients, allergens, weight) is down to you, so please double-check it on your proof.



BY PRODUCT

8 BOOKLETS AND BIG PRINTS

BOOKLETS (PROGRAMMES, ORDER OF SERVICE)

- Booklets go up in **4s** (8, 12, 16, 20 pages…) because each sheet folds to make 4 pages. Add a notes page or photo if you're one or two short.
- Send **single pages in reading order**, not printed spreads. We arrange them for printing.
- The **cover counts** as 4 pages: front, inside front, inside back and back.
- Add 3mm bleed if colour or photos go to the edge.
- **Order of service:** we know these are often needed quickly and at a hard time. Send what you have, even just photos and words, and we can lay it out for you.

BANNERS, ROLLER BANNERS AND BOARDS

- Design at **full size**, or to scale (e.g. 1:10) with images good enough to blow up. Vector (Illustrator, CorelDraw, Affinity) is best.
- **Banners** have hems and eyelets round the edge, so keep text and logos well in from the edges.
- **Roller banners:** the bottom part sits inside the stand. Ask us for the template for your size before you start.
- People read big prints from a distance, so make your text big and bold, and keep the words short.

9 NO ARTWORK? NO PROBLEM.

We can design it for you.
Tell us your idea, any colours you like, and the words and photos you want on it. We'll send a proof to approve. Design prices are on the product page, or we'll quote first.

Logo needs redrawing?
We can redraw it so it prints and stitches cleanly for **£15 per logo**. **AI or poor-quality images** can take more work, so we'll quote first. We always ask before doing any paid work.

HOW TO SEND YOUR FILES

- **Upload on the product page** when you order. You can tick "I'll send it later" too.
- Saved logos live in **My account → My logos**, ready for next time.
- **Email** hello@twonewts.co.uk with your order number. For big files, use a WeTransfer or Google Drive link.

YOUR PROOF

We email a proof for every new or changed design. **Please check it carefully**: spelling, names, dates, sizes, colours and position. We print exactly what you approve. Please reply **within 3 days** so we can keep your order moving.

By sending artwork, you confirm you own it or have permission to use it, including logos, characters and photos taken by someone else.

