

FILE PREPARATION QUICK GUIDELINES

PDF

- Always submit print-ready files to finished trim size, plus bleed of 0.125”.
- All images supplied should be high resolution (300 ppi or more).
- Include trim marks in the PDF but make sure they are offset at least 0.125” from the final trim.
- Colors should be set to CMYK, not RGB (RGB artwork will be converted to CMYK).
- Only spot colors that are intended to print as spot colors should be included, otherwise, spot colors will also be converted to CMYK.

Native Files (InDesign and Illustrator)

- Any files submitted that need additional work such as pocket folders, folded brochures that need panels adjusted, etc., or files requiring correction or manipulation of any kind should be provided as native files with the PDF(s).
- The same rules apply for resolution, bleed and color; 300 ppi minimum for images, 0.125” minimum for bleed, CMYK color preferred unless certain spot colors are to be printed.
- InDesign files need to be packaged including fonts and linked images/graphics. Using the packaging feature within InDesign is the preferred way to package files. It is also encouraged to include an IDML (InDesign Markup Language) file and a PDF with your packaged files.
- Illustrator files also require fonts and linked images, unless text is converted to outlines and/or images are embedded.
- Multiple page documents should be set up as single pages, rather than 2-page spreads, unless their is art that intentionally crosses over the spread.

Client Changes to Native Files

- During the proof stage, native files can be requested back for edits. Often our Prepress department has edited a file for bleed, colors, panel sizes, etc. These edited files can be returned to the client to make their edits to the working file. This can result in a quicker turnaround for reproofing.

Files Requiring Variable Data

- PDFs that are high resolution with bleed are acceptable for simple variable addressing. However, for more complex variable merging, native InDesign files are more suitable.