



FILE PREP INSTRUCTIONS - SETUP

When designing your own files for print, it is important to understand file requirements and standards to avoid production issues. Follow these guidelines while getting started in the design process to ensure file accuracy.

Document & Print Size

Digital files must be submitted at the size of desired output. Set your document page size to match the actual print size in your layout program (Publisher, Indesign, etc.)

Also, set your document resolution to 300 dpi.

Our standard print sizes are:

Sheet Size	Oversize*
8.5x11 (Letter)	18x24 (Posters)
8.5x14 (Legal)	22x28 (Posters)
11x17 (Tabloid)	24x36 (Posters)
12x18	36x48 (Posters)
13x19	

Document Color Mode

Make sure your document is set to CMYK Color Mode.

Why CMYK? Digital printers use combinations of four toner colors (Cyan, Magenta, Yellow, and Black) to achieve print on paper. Attempting to print files that are in RGB can cause color matching issues.

RGB: Any pictures or files that are submitted in RGB color mode must be converted to CMYK prior to printing. RGB (Red, Green, Blue) is intended for screen-viewing only. There are RGB color combinations (particularly very bright colors) that cannot be reproduced using CMYK process.

Pantone Swatches: Because digital printers use a four-color process, they are not able to match Pantone colors. Please let us know if color matching is an issue and we will make every effort to match Pantone colors as close as possible.

Bleed & No Bleed

Bleed: Files that have text, images, or colors that run off the trim edge of your final printed piece must be submitted with an extra 1/8" (.125) border all around. This extra extension of your graphics is called a bleed. A bleed is necessary because it is impossible for a cutting blade to hit the exact same location on every page when cutting printed sheets in a stack.

No Bleed: If you do not want a bleed on your document, it should be submitted with at least a 1/8" (.125) white border all around.



Trim Edge & Safe Guide

Any text or images that are not meant to run off the edge of your final printed piece should be at least 1/8" (.125) to 1/4" (.25) away from your trim edge. This is called the safe guide (see below). Due to the very slight shifting that occurs when cutting, any text or images that are too close to the trim edge may be cut off or show inconsistent margins.

If you have text or images that do run off the edge of your final printed piece, they must extend at least 1/8" (.125) beyond the trim edge in your file.



Print-Ready Artwork



Problem Artwork



There are two problems with the above artwork:

Bleed: The background only extends to the Trim Edge. This file needs at least an 1/8" bleed all around.

Safe Guide: The phone number has gone beyond the safe guide and is too close to the Trim Edge. It may be cut off during trimming.



FILE PREP INSTRUCTIONS - SENDING

When preparing your files to send for printing, we prefer Adobe PDF workflow.



PDF

PDF (Portable Document Format) files are the best way to get us your artwork because all fonts, graphics and content are packaged into a single file. We can open this on any computer regardless of the software it was created with.

Creating a PDF

It's easy to create a high-quality pdf file. Use one of the following methods:

1. Go to File > Save As.
In the file format box, select Adobe PDF.
By default, your PDF should be saved at high quality (at least 300 dpi) but if a dialog box opens before saving, double-check the quality settings.
2. Go to File > Export.
In the file format box, select Adobe PDF.
Check the quality settings as above.

We also accept files in the following layout programs. Please keep in mind that we prefer PDF files. However, if editing or design help is needed, you may choose to send us your original file.



Adobe InDesign

Use one of the following methods:

Self-Contained: *This option will include all links and fonts within your InDesign document. However, we will not be able to make any edits to text.*

Go to each page and Select All (Ctrl A - PC / Cmd A - Mac).
Go to Type > Create Outlines.

Go to Window > Links. Select all links in your palette. Select the upper right arrow in the links palette > Embed Link.

Save and send us the .indd file.

Package: *This option will generate a folder containing your file along with all links, fonts, and instructions.*

Go to File > Package. Click Continue and choose a location (ex. your Desktop) to save your Packaged File.

Go to the packaged file in your Viewer/Finder and right click on the folder containing all files. Select Send To > Compressed (zipped) Folder - PC or Select Compress "(File Name)" - Mac. Send us the .zip file.



Adobe Photoshop

Your .psd file automatically contains all graphics and font appearances. Your fonts will display regardless of whether they are installed on the viewing computer.

However, if any text changes need to be made, send any font files used along with the .psd file.



Adobe Illustrator

Self-Contained: Follow the instructions for a self-contained Adobe Illustrator document.

Package: *This option will generate a folder containing your file along with all links. You will need to save your fonts separately.*

Go to File > Scripts > Other Script. Select Applications > Illustrator > Scripting > Sample Scripts > AppleScript > CollectForOutput > CollectForOutput.sct

Create a folder to save your Package files into.

NOTE: this will not collect your font files. You will need to copy and paste any font files into your package files folder from My Computer > Control Panel > Fonts - PC or Applications > Font Book - Mac.

Go to the packaged file in your Viewer/Finder and right click on the folder containing all files. Select Send To > Compressed (zipped) Folder - PC or Select Compress "(File Name)" - Mac. Send us the .zip file.



Microsoft Publisher

We accept Microsoft Publisher v. 2010 or earlier

Your .pub file automatically contains all graphic images. You will however need to send any font files used in your document. You can find and attach your fonts to an email from My Computer > Control Panel > Fonts - PC or Applications > Font Book - Mac.



Microsoft Word

We do accept Word documents although Microsoft Word is not a recommended design software. Your .doc file automatically contains all graphic images. You will however need to send any font files used in your document. You can find and attach your fonts to an email from My Computer > Control Panel > Fonts - PC or Applications > Font Book - Mac.



Other Formats

We also accept Microsoft Excel, and PowerPoint Files. We can also view and print most AutoCAD® files in dwg and dxf formats.



IMAGE FILES

You can also submit your files in image format. When submitting image files such as JPEG, GIF, or TIFF make sure your resolution is set to 300 dpi (dots per inch) and your image size matches the size to be printed.

Avoid using downloaded images from the internet or a website, as they are likely a low resolution and will not reproduce well. We recommend downloading images from a royalty free stock photography website.