



General File Prep

All Products

File Prep 101

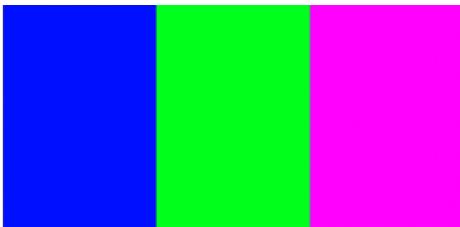
Follow these tips to send print-ready files with confidence

What color mode should my files be?

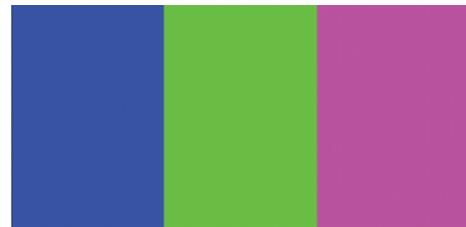
- Color mode is important to make sure we print your files with the correct color. Creating objects, images, or other elements in either Pantone or RGB color mode may cause an undesirable color shift when printing.
- CMYK is the only acceptable color mode so color prints properly. Make sure all colors in your document are saved in CMYK color space.
- What is CMYK?
 - C = Cyan
 - M = Magenta
 - Y = Yellow
 - K = Black (Key)

Example:

RGB



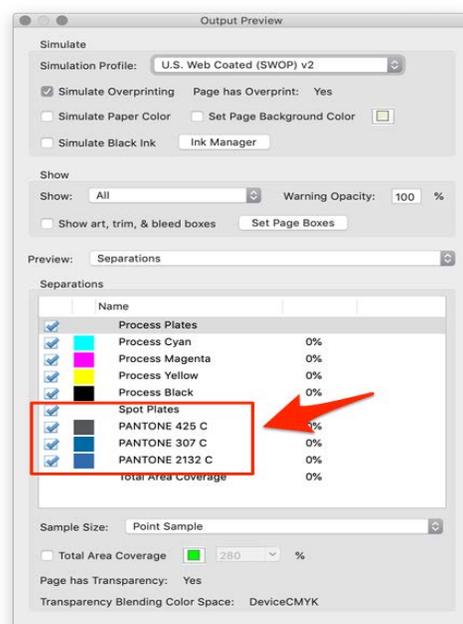
CMYK



FILE CHECK

If you received a PDF file from a customer and want to check the color mode, open the file in Acrobat Pro.

1. Once open, go to “Tools” and select “Print Production.”
2. After clicking “Print Production” you’ll notice the sidebar open on the right. Click “Output Preview.”
3. The “Output Preview” window will open. Here you’ll see if there are any Pantone or RGB colors within the document. If anything other than CMYK colors are present, please ask your customer to convert all colors to CMYK.



What resolution is proper for printing?

- Low-resolution files may print as pixelated and low quality.
- If we catch the problem, your order will be placed on hold and delay your turnaround until we receive new files.
- If submitting an image file like JPF or TIFF, make sure it's 300 dpi or high resolution relative to the size of the image. For example, if the image is the full size of the document, it will need to be 300 dpi to be high resolution. If the image is just part of the document, and much smaller than the page, then it just needs to be high resolution enough to look good.

Example:

72 dpi

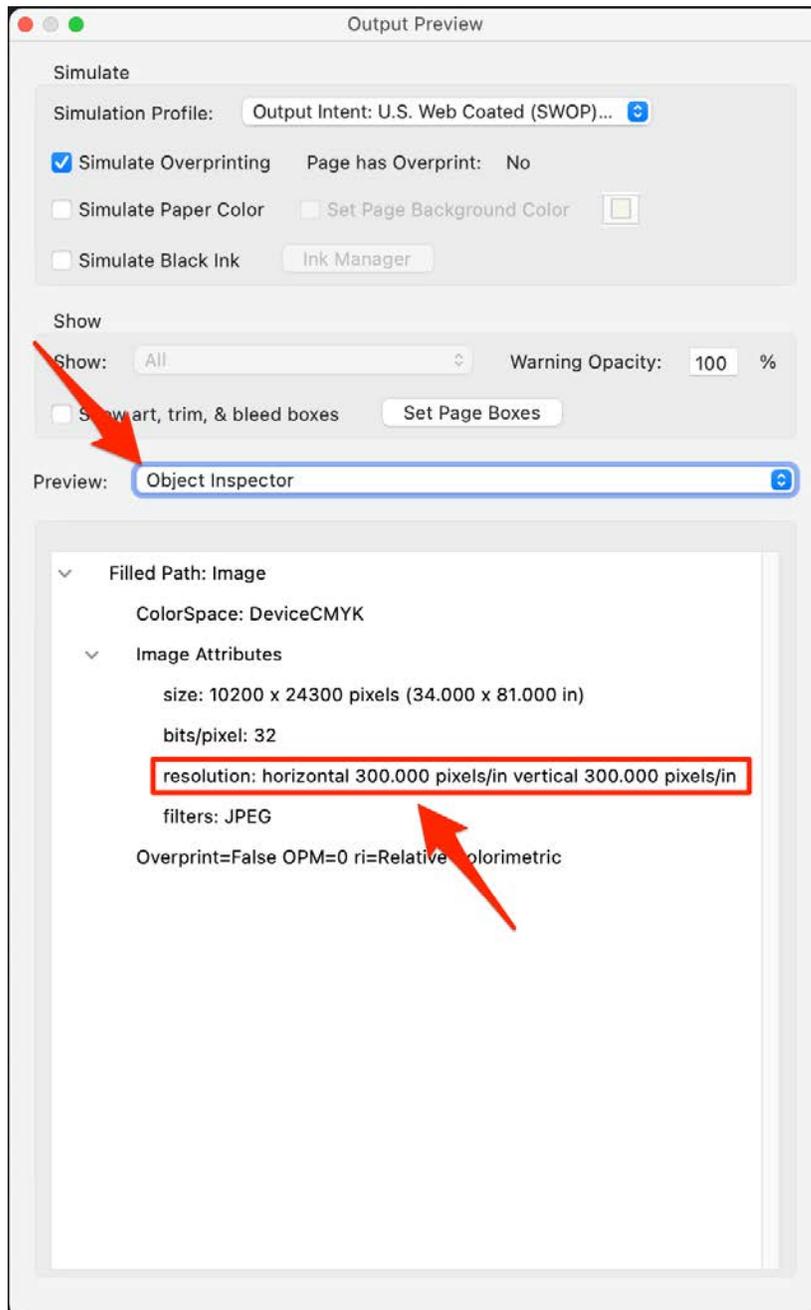


300 dpi



FILE CHECK

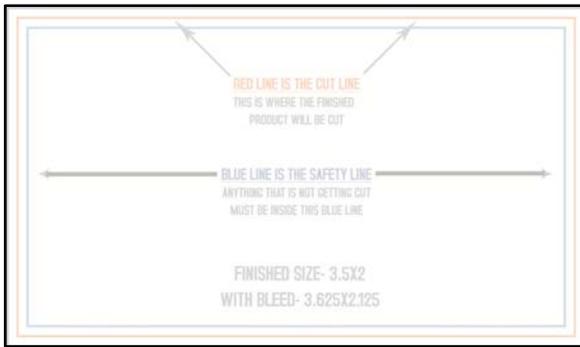
1. If you receive a PDF file from a customer and want to check the resolution of an image, open the file in Acrobat Pro.
2. Once open, go to “Tools” and select “Print Production.”
3. After clicking “Print Production” you’ll notice the sidebar open on the right. Click “Output Preview.”
4. The “Output Preview” window will open. Change the “Preview” option to “Object Inspector,” then click on any image within the PDF. The “Image Attributes” will show what resolution each image is.



How can I check proper sizing & bleed?

- To ensure that your artwork background reaches the edges of your print for a more finished, quality look, your file must follow proper sizing and bleed requirements.
- **What is bleed?**
 - Bleed is an extension of the artwork's background beyond the cut line.
 - Bleed will be trimmed from the product during the final cutting phase, so the color and background go to the edge of the print.
- The typical bleed for anything that is standard and does not have bindery is 0.125" total bleed.
- Examples:
 1. Business cards
 - Cut size: 3.5" x 2"
 - Bleed size: 3.625" x 2.125"

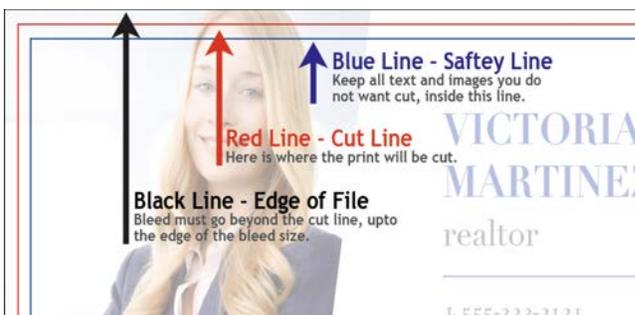
Blank business card template



Business card with guides.



Instructions for guides



Finished business card



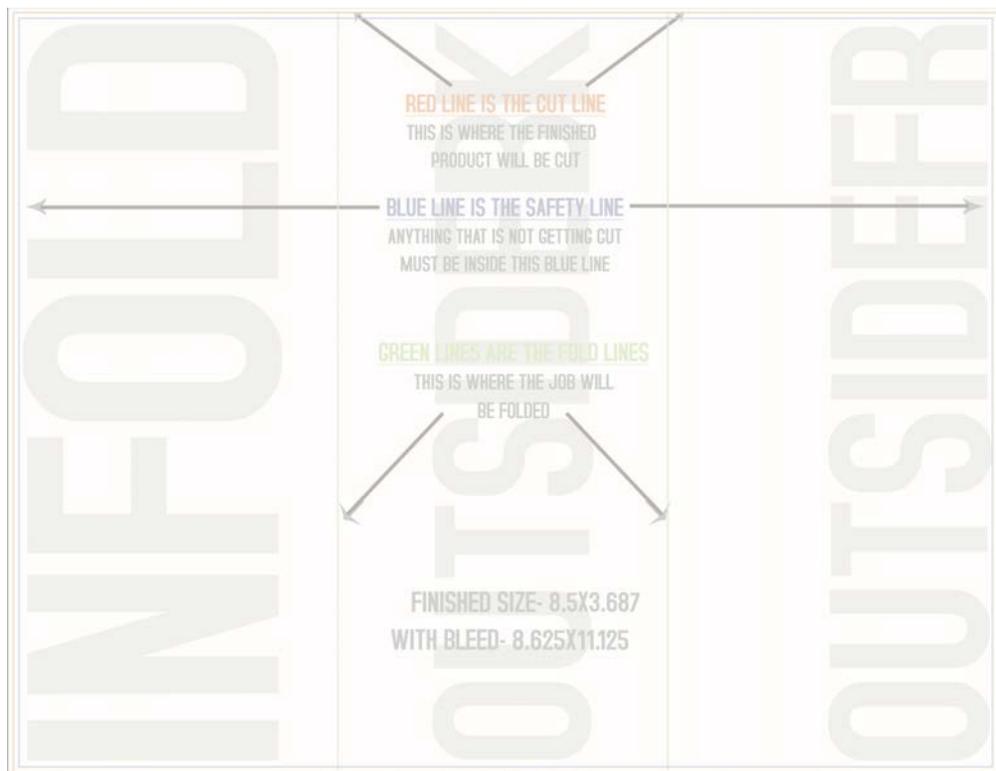
2. Postcards

- Cut size: 4" x 6"
- Bleed size: 4.125" x 6.125"



3. Brochures

- Cut size: 11" x 8.5"
- Bleed size: 11.125" x 8.625"

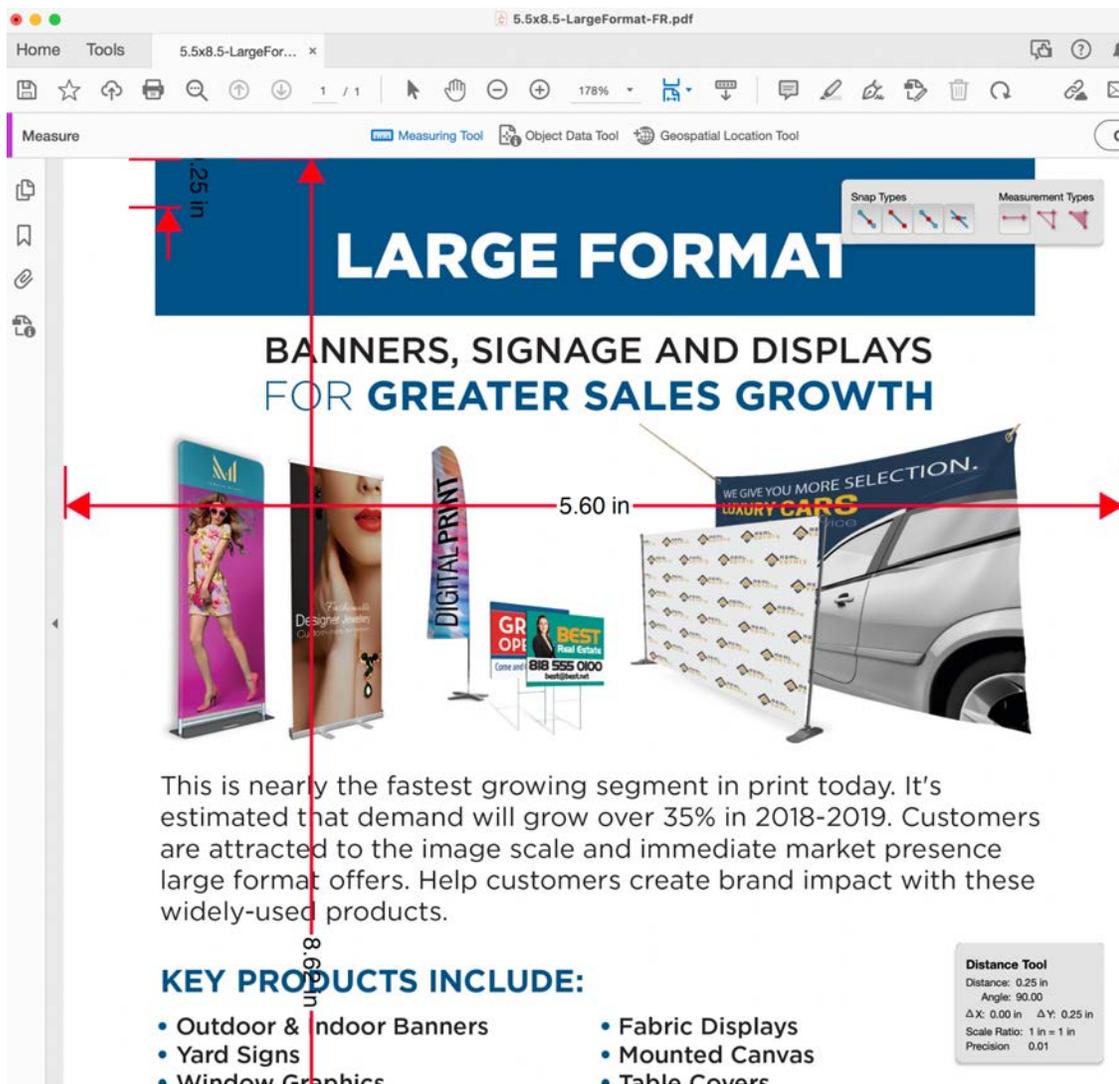


- For all other print products, make sure to check the FAQ section for specific information.
- Make sure to visit our resources page to download our guide templates. We have them available for almost every product on our website. They will tell you where the safety, cut, and bleed lines are in addition to any other finishing or bindery requirements like folding and die-cut guides.

FILE CHECK

If you receive a PDF file from a customer and want to check the bleed and safety areas, open the file in Acrobat Pro.

1. Once open, go to “Tools” and select “Measure.”
2. Using the measuring tool, you’ll be able to quickly see how much bleed and safety has been added to the document. You’ll also be able to measure how large the document is overall.



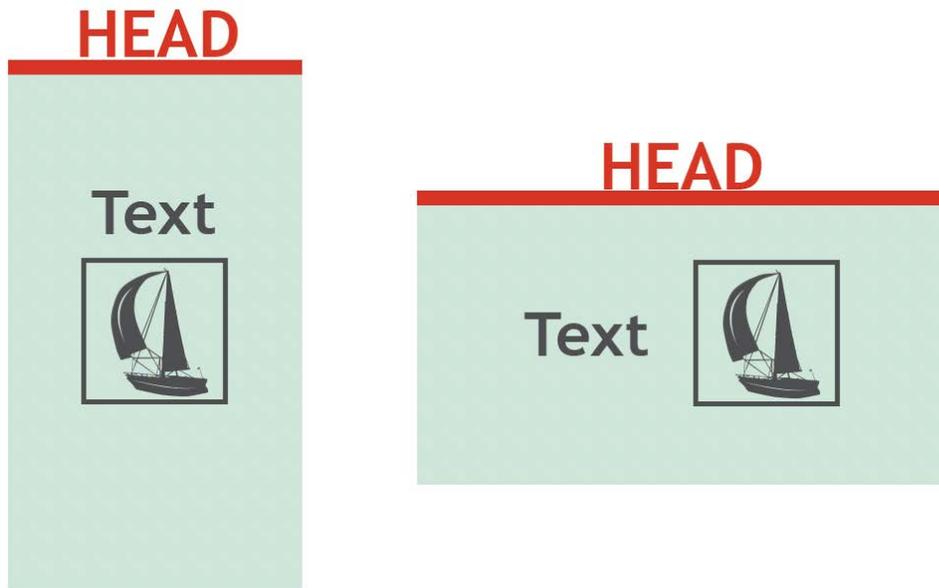
How should the front and back artwork be rotated so it backs up properly?

When you have an order that needs to be backed up in a specific way, remember that we back up orders according to what the top of each side is.

Files submitted are printed head-to-head or top-to-top based on your files.

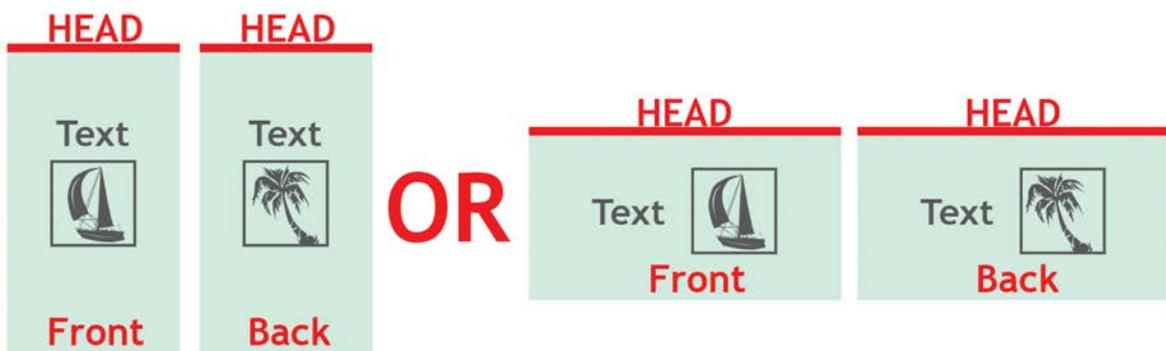
Example:

The head is always at the top of your file.



Front and back files need to be set up on either both sides vertically or both sides horizontally. The orientation of the files needs to match.

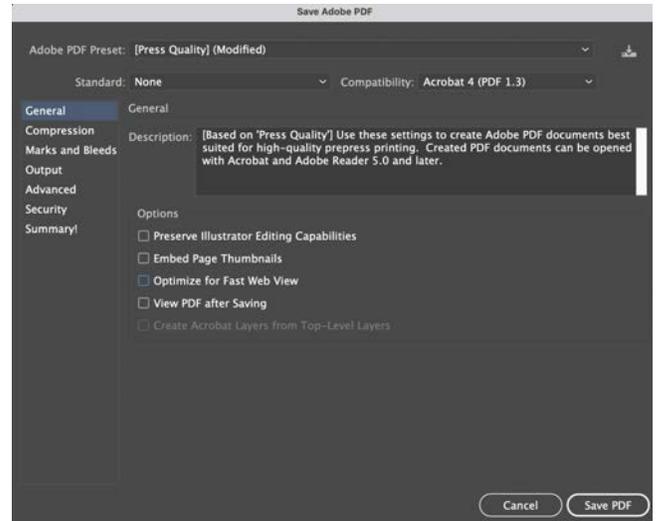
Example:



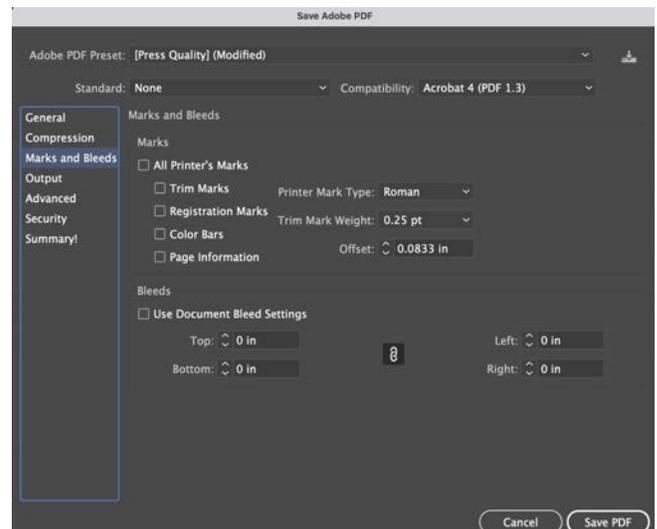
Acceptable File Types - Saving a PDF

1. We recommend saving it as a PDF file. You may also send the file in the following types: JPG, JPEG, TIF, TIFF, EPS, and PNG.
2. Make sure all colors are converted to CMYK before saving your artwork.
3. When exporting from any program such as InDesign, Illustrator, or Photoshop, use the following settings to make sure your PDF files export correctly:

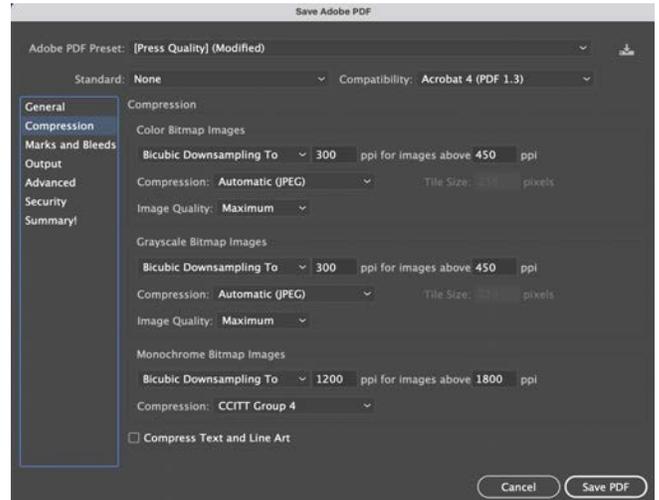
1- Adobe PDF>> Set preset to Press Quality



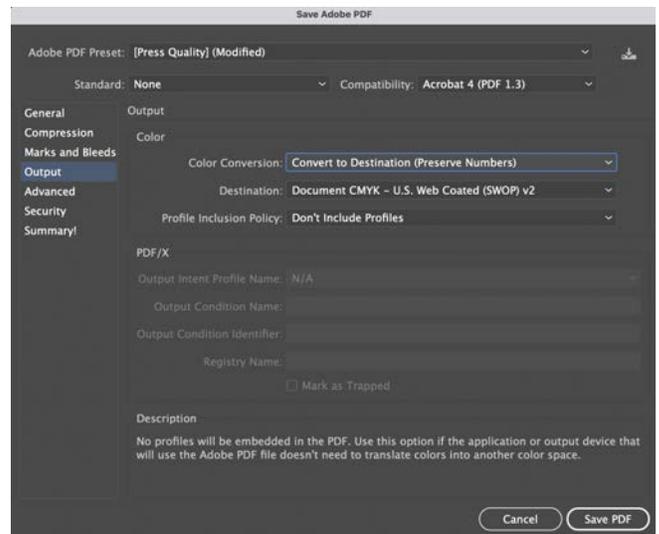
2- Compatibility>> Set to Acrobat 4 (PDF 1.3)



3- Compression>> **Set Text and Line Art to off**



4- Output>> **Set Color conversion to Convert to Destination. Set Destination to CMYK - US Web Coated SWOP V2**



5- Advanced>> **Set Overprint and Transparency Flattener to High Resolution**

