

The success of your brand image relies heavily on the quality of your products and the quality of those products relies on the print files you create. The tips provided in this guideline can help you on your way to create and submit the perfect print file.

## THE ESSENTIALS



### CROP MARKS & BLEED SPECIFICATIONS

If the intent of your print is to have the image extend off the page, you must add a bleed to your artwork. We require a 1/8" border that extends beyond the trim area of your printed piece.

Also, make sure to keep all important parts of your document, such as text or images, at least a 1/4" away from the trim line to prevent unintentional cropping

**QUICK TIP:** If a bleed is required, set your PDF file to a 1/4" larger than the final trim size. (i.e. If document is 8½" x 11", the PDF size should be 8¾" x 11¼"). If no bleed is required, then make your PDF its final trim size.

Please do not include crop marks on your final PDF file.



### COLOR FILE SET-UP

When setting up a color in your design, be sure to embed the color profile in your PDF print file.

Convert all "spot" colors to process before creating your PDF if you are printing on our Digital Offset Press. If your files require printing with a "spot" color, use the Pantone Color naming convention.

Any black text should be in black channel only. Avoid CMYK builds of grey.



### FONTS

Avoid font styles (subset fonts). Use the actual font by name if you want your text bolded or italicized (i.e. "Helvetica Oblique"). No type smaller than 7 points should be used.

Be sure to embed ALL font types.



### COLOR

Four Color Process (CMYK) is the industry standard and should be used when creating your design. Your file will be converted to CMYK during the printing process which may cause color variations to occur if not set up appropriately.



### FORMAT

Please submit your final file in a high-quality PDF format, this will allow us to process your request as efficiently as possible. If a file includes photos or full graphic assets, we will also accept native files such as .png, .psd, .eps, .ai, etc.



## IMAGES

Resolution - All images should be at least 300 dpi when used for printing. Images pulled from the internet are typically 72 dpi (low-resolution). Line art should be at least 1200 dpi.

- **Color**  
All images being used in your document should be converted to CMYK.
- **Ink Density**  
Keep the maximum ink density at 300.

## OTHER FILE CREATION TIPS

Using cloud-based fonts or artwork? Let us know! If we know your design files include cloud-based assets, we will be able to process your request more efficiently.

Do not encrypt "PDF Security" as it may interfere with the file.

Make sure you choose images in the highest quality format available. Stick with PNG and TIFF for print projects.

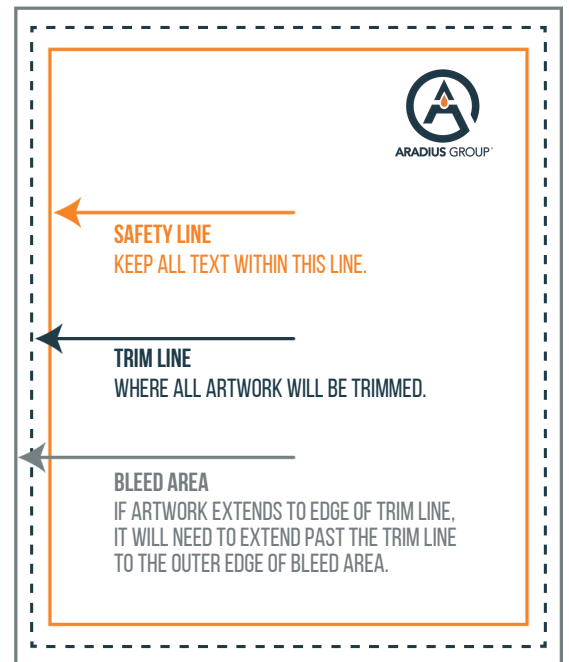
## PERSONALIZED PRINT REQUIREMENTS

If your job prints with personalized or variable data, please set up the objects in your file exactly the way you want them to appear (position, color, font). If variable data is required in file, please provide the native file as well as a high quality PDF to ensure ease of processing.

Questions? Contact our team at 402-734-4400.

## TRIM LINE

The trim line indicates the final size of the product, all designs will be trimmed along this area and may shift up to 1/16" in any direction due to small mechanical tolerances.



When using text, line art, and logos choose vector formats.