

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 keep in mind, it is important to keep important parts of your image 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.

Please delete all unused colors in your document. (Rich Black Recipe: C:60%, M:40%, Y:40%, K:100%)



### 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.

### AA 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.



### FORMAT

Please submit your final file in a print-ready 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.

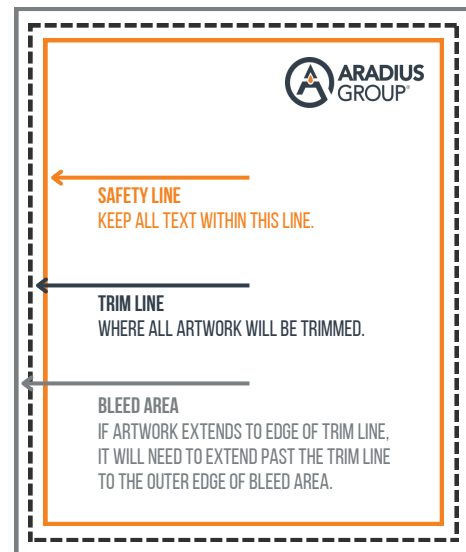
- **Compression**

Do not apply compression to files (e.g) JPEG or LZW).

Be sure to embed ALL images.

## 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 adjustments.



## PERSONALIZED PRINT REQUIREMENTS

If your job prints with 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 print-ready PDF to ensure ease of processing.

## 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.

Package everything.  
Be sure to package your document to ensure your printer has all they need to produce the product you envisioned.

Avoid converting to CMYK during your PDF output and do not encrypt "PDF Security" as it may interfere with the file.

If you have questions, please feel free to contact our team at **402-734-4400**.