

Design Guidelines Overview

Preparing Files

- Software
- Complete Layout Folder
- Acceptable File Formats
- Converting RGB to CMYK
- Bleeds
- Image Format Info
- Fonts and Text

Pre-Press Design Guidelines

- **Software** –
We prefer layouts to be done in Quark or InDesign on a Mac format. (.qrk or .indd)
- **Complete Job Folder** –
The complete job should be sent to us, Collected or Packaged. It should include the layout file, and ALL fonts and images used to create the file.
- **Digital Press Files** –
Layout size must not exceed 11.6" x 17.2".
- **Acceptable File Formats** –
Image formats: EPS, AI, TIFF, JPEG or PDF files.
([Click here for more info](#))
- **Convert RGB to CMYK** –
Images and layout file colors used, should be set to process color & CMYK.
- **Bleeds** –
All bleeds should be pulled out to at least .125 (1/8") on every bleed edge. ([Click here for more info](#))
 - **No bleeds** – Layout elements should end .125 from page edge.
- **Image Formats** –
For Image Resolution, Scaling, Color Conversions, & File Formats: ([Click here for more info](#))
- **Fonts and Text** –
Include all fonts used in the job. Must be True Type Adobe fonts. (Minimum font size is 7 pt. for readability.)

Design Guidelines Overview

Preparing Files

- Software
- Complete Layout Folder
- Acceptable File Formats
- Converting RGB to CMYK
- Bleeds
- Image Format Info
- Fonts and Text

Pre-Press Design Guidelines

Image Guidelines

- **Image Resolution** – We strongly suggest that all images used are 300 dpi minimum.
 - This applies to both 4-color and greyscale images.
 - Applies to scanned images and images from a digital camera.
- **Image Scaling** – Images used should not be scaled above 120% in the layout file.
- **Image Color** – Images should be in CMYK mode. And Process color, not spot.
- **Spot Pantone Colors** – Be sure to Convert to CMYK and Process color.
- **Image Formats** – .eps, .jpeg, .tif, .ai, and .psd, are most commonly accepted.
- **Image Compression** – Your final printed results were be highest quality if they are not compressed. (LZW Compression).
- **Internet Images** – Images copied from the internet, are not recommended. They are usually 72 dpi, the resolution will be too low.
- **Stock Photo Images** – Stock photo images purchased online, at 300 dpi are fine.



Design Guidelines Overview
Preparing Files

- Software
- Complete Layout Folder
- Acceptable File Formats
- Converting RGB to CMYK
- Bleeds
- Image Format Info
- Fonts and Text

Pre-Press Design Guidelines

Acceptable Digital File Formats

IMAGES

.Ai	Adobe Illustrator
.EPS	Adobe Illustrator or Photoshop
.JPEG	Adobe Photoshop
.PSD	Adobe Photoshop
.TIF	Adobe Photoshop
.PDF	Adobe Acrobat

LAYOUTS

.QXD	Quark Xpress
.INDD	Adobe InDesign

OR

Adobe AcrobatPDF
Adobe IllustratorAi
Adobe InDesignINDD
Adobe PhotoshopPSD, .EPS, .TIF, .JPEG
QuarkXpressQXD

Design Guidelines Overview

Preparing Files

- Software
- Complete Layout Folder
- Acceptable File Formats
- Converting RGB to CMYK
- Bleeds
- Image Format Info
- Fonts and Text

Pre-Press Design Guidelines

Bleed and Trim Edge Guidelines

- To make sure you get full ink coverage all the way to the finished, final cut-trim line, we print your piece 1/8" larger than needed on all four sides. Then, after printing, we cut it down to the final size. The cost of this benefit is included in your price quote.
- Just to be safe, all important copy and images should be 1/8" or .125 (minimum) *inside* the cut-trim line shown (the safety line).

