HOW TO CREATE PRESS-READY FILES

PDF FILES

PDF files can be created from most programs; the key is to select the proper setting when creating your PDF files. Many programs allow for the user to select from Presets. (Common pre-defined settings for creating PDF.) We recommend using the setting titled Press Quality. You can also choose High Quality. The two are identical except when using Press Quality, all spot color definition are converted to CMYK values.

- Convert fonts to outline if possible
- Convert color files to CMYK mode
- Add crop marks
- If images and shapes extent past edge of document, Include 1/8(.125) inch bleeds

EPS FILES

- Convert fonts to outline
- Convert color files to CMYK mode
- Add crop marks
- If images and shapes extent past edge of document, Include 1/8(.125) inch bleeds

TIF FILES

- Flatten Artwork
- Save as a high resolution 300 dpi file
- Convert color to CMYK
- Add crop marks if possible
- If images and shapes extent past edge of document, Include 1/8(.125) inch bleeds

JPG FILES

While this is listed, the JPEG format is our least desired file format. The JPEG format is a "lossy" format, meaning some of the quality degrades when you save your file. JPG should only be used if you have no way of saving as one of the above formats.

- Flatten Artwork
- Save as a high resolution 300 dpi file
- Convert color to CMYK
- Add crop marks if possible
- If images and shapes extent past edge of document, Include 1/8(.125) inch bleeds

NATIVE FILE FORMATS
Adobe InDesign and Adobe Illustrator

- Convert fonts to outline (Preferred) or you can Include all printer and screen fonts. Be sure to include all styles used (regular, bold, italic, bold italic)
- Convert color files to CMYK mode.
- Add crop marks – to make sure your layout is cut accurately.
- If images and shapes extent past edge of document, Include 1/8(.125) inch bleed

Adobe Photoshop

- Flatten Artwork
- Save as a high resolution 300 dpi file
- Convert color to CMYK
- Add crop marks if possible – to make sure your layout is cut accurately.
- If images and shapes extent past edge of document, Include 1/8(.125) inch bleed