

Guidelines For Creating electronic art files

Quick Check List

- ☐ Create your art 1-up (For 2-sided products, provide a 2 page PDF)
- ☐ PDF file using PDF/X-1a:2001 setting
- ☐ Document should be finished size plus bleed margin if applicable
- ☐ For bleeds add 1/8" (.125" / 3.175mm) trim margin to all sides of document
- ☐ Inks – Use Spot Inks for Spot jobs – CMYK Inks for 4 color jobs (Not RGB)
- ☐ Images – recommend 600 dpi (300 dpi minimum)

File Format

While **PERFECT SEND™** accepts PDF, TIF, EPS & PS formats, we recommend creating PDF files using the **PDF/X-1a setting**. This option is available in Acrobat 6.0 & higher. The X-1a standard creates a compact PDF file that includes fonts, images and spot color definitions. It also processes thru the greatest number of platesetters & RIPS. If the X-1a setting is not available, use [Press Quality] but be sure to embed fonts, flatten transparencies and include high resolution images.

DO NOT use [High Quality Print] or [Smallest File Size] in the options menu. These were intended for proofing on an inkjet printer and viewing over the internet, respectively.

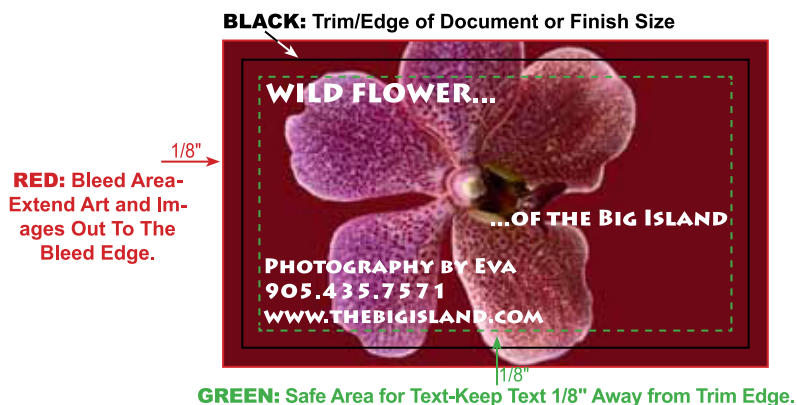
EPS

When creating files out of programs like Illustrator or Photoshop, be sure to choose the following settings:

- Embed fonts or turn to outlines or curves
- Choose ASCII data format
- Choose [High Resolution] for the transparency flattener

Bleeds

Add a bleeds margin of 1/8" (.125 / 3.175mm) to files that need to print to the edge of the paper. Also, make sure that text and non-bleeding graphic elements are at least 1/8" from the final (trimmed) edge. The graphic below shows both the bleed margin and the Safe Area.



Inks

SPOT JOBS

For spot jobs be sure to use inks that are Spot and NOT CMYK or RGB. Also be sure you are using the exact same ink color names throughout your document. For example, if your type is 485C, but your graphic element is 485U, your file is actually set up as 2 colors.

4 COLOR JOBS

For 4 color jobs (also referred to as full color), be sure to use CMYK colors when creating your file. If you use other color definitions, such as Spot or RGB, they will all be converted to CMYK for production. This sometimes can cause your non-CMYK colors to change. Be sure to check your proof online to check for any unexpected color shift.

SOLID BLACK AREA IN 4 COLOR JOBS

On 4 color jobs, if you have an area of solid black, using 100% black as the fill color will not result in a dark, saturated black. To obtain the best results, use a rich black color using the following color values:

Cyan:	60%
Magenta:	30%
Yellow:	30%
Black (K):	100%

100% Black



Rich Black

Images

All images placed in your document should be at least 300 dpi at the final image size. A low resolution file or image will produce a jagged, blurry appearance when printed. You must go back to the original image file to adjust the image size. You cannot just resave your document at a higher resolution.

Raster or bitmapped images such as JPG, TIF and BMP files, cannot be stretched or enlarged without losing image quality. **Vector** images such as Illustrator or Corel Draw EPS files can be enlarged or reduced without affecting quality.