

Preferred File Formats For Print Production

PROGRAMS

Page Layout

Adobe InDesign (PC/Mac)
Adobe PageMaker (PC/Mac)
Quark Xpress (Mac)

Art

Adobe Illustrator (PC/Mac)
Macromedia FreeHand (Mac)
Prefer base Illustrator or FreeHand file format and eps file format

Photos

Adobe Photoshop – *Prefer either tiff or eps file format*

PDFs

Digital Print Production

PDFs are preferred for digital print production. Do not use color conversion or any graphic/type compression when creating a PDF for digital print production. Provide PDFs with crop marks and at least a 1/8" bleed on all sides.

Offset Print Production

PDFs are *not* acceptable for offset print production. They are to be used as only as a reference tool. Do not use color conversion when creating PDF.

SUPPORTING INFORMATION

Include all fonts, photos and artwork included in your file.

Include hard copy output (or at a minimum a PDF).

Specify final page size, job name and quantity.

Specify any color/coating requirements not included in file.

Provide prior print samples if color matching is required.

DESIGN PRACTICES

The files should be in the output format you want it printed (spot color vs. CMYK).

If using spot color be sure to use the appropriate Pantone series designation (CVU, CVC, CV, C, U) consistently throughout the project.

Postscript fonts are preferred over TrueType fonts.

Use specific bold/italic fonts rather than using menu styles or control panel modifiers.

Bleeds should extend at least 1/8" beyond page edge.

Printer spreads are preferred over page spreads.

Trapping withing a program is not necessary; it will be done at final RIP.

Note: We take files not meeting these preferred specifications. However, processing time and final printed quality may be affected. We may also have to contact you to get additional information to convert the file to a usable format. In particular, the Microsoft family of products may not produce WYSIWYG results.