

Print File Preparation Guide

- **Color Mode:** All files must be in CMYK (Cyan, Magenta, Yellow, Black). Convert all Pantone (PMS) or spot colors to CMYK unless intentionally using them for spot color printing.
- **Resolution:** Ensure all images and artwork are at least 300 DPI (dots per inch) to maintain sharpness and clarity in the final printed piece. However, if your resolution exceeds **450 DPI**, it's recommended to **downsample to 300 DPI** to prevent unnecessarily large file sizes that may slow down processing or printing.
- **Bleed and Crop Marks:** Include an adequate **bleed**—typically **0.125 inches (3 mm)** on all sides—to allow for trimming and to avoid white edges after cutting. Also, ensure **crop marks** are added to clearly indicate the final trim size of the document.
- **Fonts and Text:** All fonts must be **embedded** or **converted to outlines** to prevent missing font issues during printing. This ensures that text appears exactly as intended, regardless of the system or software used to open the file.
- **File Format:** Files should be saved using **PDF standards** which preserve formatting. When submitting native design files (e.g., Adobe InDesign, Illustrator, or Photoshop), be sure to include all linked assets, fonts, and ensure bleeds are properly set. Providing native files helps streamline last-minute edits and troubleshooting if needed.
- **Multiple page layouts:** Design your document in **reader's spreads** (the way the content is meant to be viewed), but **export as single pages** for submission. This allows the prepress team to correctly paginate and impose the file for printing and binding. Ensure important content isn't accidentally trimmed during the cutting process.
- **Safe Zone Guideline:** All important text and images should be placed at least **¼ inch (0.25") inside the trim line** on all sides of your document. This helps ensure that no critical content gets cut off due to slight variations in the trimming process.
 - Set up **margins** or **guides** at 0.25" from the trim edge.
 - Avoid placing logos, headlines, or vital elements too close to the edge.
 - If your file has **bleed**, make sure it extends at least 0.125" beyond the trim edge, but keep important content within the safe zone.

Summary:

To ensure your files are Print-Ready, Submit **high-resolution PDFs** exported as **single, consecutive pages** at the **intended trim size**, including **crop marks** and **adequate bleeds**.