

# Digital Printing

## FILE PREP GUIDELINES

*Please consider the following guidelines when designing and submitting your next print projects; this will help us achieve a seamless workflow. Note: We prefer high resolution, print-ready PDF files for production. PDF proofs must be submitted if native files are supplied without hard copy.*

### FONTS

We suggest Open Type, however, TrueType or Type1 standard postscript fonts are also acceptable.

Select the correct version of the font from the type menu. Do NOT stylize.

Multiple master fonts should not be used.

Fonts must be embedded when creating a PDF and should not be subset.

Screen and printer fonts should be included when Type1 fonts are used.

Adobe Acrobat Distiller does not support stylized fonts when PDFs are created.

### IMAGES

All images should be converted to CMYK.

RGB images can be converted, however, we cannot be held responsible for color reproduction on these images. It is always better to supply images in CMYK.

All images will ideally have a resolution of 300dpi at the final 100% size. They should not be scaled in any page layout application.

Photoshop EPS must be saved using a Tiff 8 Preview and JPEG Maximum Encoding.

“.ai” files are required to be converted to an Illustrator EPS format.

Transparency is required to be flattened. Any files that are supplied with transparency will be flattened by Southeastern. We cannot be held responsible for any peculiar effects or artifacts that may happen during this process.

Do not worry about dot gain in your design.

Do not allow process color to be greater than 280 UCR. Otherwise, images will reduce to 280%.

Please scan all continuous- tone images at 300 dpi at 100% of final size. All management of the image should be done in the native program before linking to a page layout program.

Line art must be scanned at 1200 dpi.

Save all scans as CMYK, TIFF or EPS formats.

Never include screen angles and transfer functions when saving out of Photoshop.

Do not use compression for images, due to pixel data loss.

### PAGE LAYOUT FILE

Key factors to be considered when designing a file are bleed, trim, and safety area.

Please build the file to trim size from each application and export as a PDF with 1/8” bleed if necessary. When using Acrobat, a trim crop margin must be indicated.

Files should be constructed as single pages only with QuarkXpress or Adobe InDesign and bleed 4 sides.

Please do NOT send reader spreads

“Facing Pages” should not be used in InDesign.

Two separate PDF files should be supplied if the cover stock is different than text stock for a multipage layout. File for the cover will include FC, IFC, IBC & BC pages (in the order specified). The second PDF will contain the text files in consecutive order (pages 1, 2 and so on).

Regarding business card files, each name should be built as a single page file and always include 1/8” bleed when appropriate.

You should never create several business cards in one page with crop marks.

Files should never exceed 12”x 18”, which would include bleed.

Bleed size must be kept to 1/16”. Bleed is acceptable on jobs where imposition is a consideration.

The Safety Area should never exceed 1/8” to 1/4” from the trim marks, but this is determined by bleed and finishing requirements.

Any file that includes short folds should be built and specified in advance within the page layout. Panel sizes should also be indicated on the hard copy sample. Short folds should not be required to trim on a cutter.

Trapping must be turned off.

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### COLOR

Please refrain from using custom names for spot colors, such as “bright green” or “melon orange.”

When working with the naming convention for PANTONE colors, there should be a consistency throughout all the various applications that are used in the design file. (ex. Pantone 185C).

Do NOT use 185, 185C, 185Y, etc...

A CMYK formula must always be used for solid black areas – C 40; M 30; Y 30; K 100.

Noise or texture must be applied if you want to achieve a smooth appearance with solid colors, tints, and/or blends. This can be generated from programs such as Photoshop, and will cause a definite improvement in color reproduction and eliminate the possibility of banding

### BLACK AND GRAYS

In order to create a solid black area, a formula must be generated that combines all CMYK colors, resulting in a rich or super black appearance (C 40; M 30; Y 30; K 100).

The formula should be modified for reverse or light-colored type out of a black area. For neutral shades of gray, straight tints of black work best.

### SPOT COLORS

The HP Indigo 5500 software automatically matches Pantone colors through spot-color mapping and special look-up tables. Therefore, Pantone and other spot colors do not have to be reformulated or changed. If desired, you can change them yourself, using Standard Pantone to CMYK charts.

### TRAPPING

Turn off “applications” trapping.

Because trapping issues vary from digital to conventional printing, we will manage standard trapping here. For particular trapping issues regarding light backgrounds, please call us.

### IMPOSITION

This is only necessary for single pages. We take care of imposition here, with the exception of bar coding and sequential numbering – please call us.

### FOLDING

By designing your project with little ink coverage near, or on areas to be folded, you will avoid the possibility of cracking.

### DATABASES FOR VARIABLE DATA

A database such as Excel .csv should be submitted and include just the fields necessary for the actual piece.

Databases will be managed for presorting and address verification according to the quantity of mailers and mailing requirements.

### VARIABLE DATA FILES

Please contact your account representative to determine what type of format should be used for any variable data project, prior to submitting files. Most of the time, simple variable jobs can be submitted as a PDF final file. Complex variable jobs, with imagery and text, would need to be built in InDesign with Open type fonts. It is important to discuss this in advance.

### JOB ENTRY

Files not submitted as PDFs – collect for output all linked files, fonts, embedded imagery, which would include fonts, images, and page elements.

Provide an actual sample of the printed product.

A folded sample or lo-res PDF with notes incorporating the pagination for multi-page layout is required.

If the project involves variable data printing, you should always indicate the page layout file and in a sample copy, and indicate which fields should be used from the database in addition to where the FPO should be placed.

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### SPECIAL 5TH COLORS

Special 5th Colors include Silver, Gold, Clear and White. When creating a document for our digital presses you must use these naming conventions for your spot colors and your layers. Make your spot colors in all applications as spot colors and name them accordingly. Use Cyan for any Clear spot color so it is visible in your document but make sure it is a spot color and it is called Clear. Also make sure that it is set to overprint. Use Magenta for any White spot color so it is visible in your document but make sure it is a spot color and it is called White. If it is being used as a base on a clear substrate or on dark colored paper, put this on the bottom layer and apply a choke to it so it is slightly smaller than the 4/color image that is printing on top. When using the Silver or Gold make spot colors named as such and make sure they are called out as spot colors. You can use Pantone 877 for the Silver and Pantone 872 for the Gold as long as the names are changed to Silver and Gold. When creating your Indesign or Illustrator file these elements should be on their own layer and the pdf needs to be saved with "Create Acrobat Layers" checked in the options panel. See illustrations below for Spot Color and Layers setup in Indesign and for the export options for making your pdf. Please make sure you package your native files and send along with a high resolution pdf. If have additional questions, please contact your Sales Representative or your Client Services Representative. We are happy to assist.

