

# PRINTWORKS

## Quick Reference Guide

Printworks developed this quick reference guide to help and inform our clients on the do's and don'ts of creating a press ready file. If you have any questions or concerns, please contact our Prepress department at: Ph: (780) 452-8921, Donna Miner at ext. 221 or Jim Bilsborrow at ext. 116. You can also email us at: [prepress@printworksprint.com](mailto:prepress@printworksprint.com)

### **Programs**

- For page layout creation, we recommend Quark XPress or Adobe InDesign.
- For vector graphic creation, we recommend Adobe Illustrator.
- For scanning and editing raster images we recommend that you use Adobe Photoshop. Do not use Photoshop for page layout, and especially not for type. Unlike page layout and vector programs such as Adobe Illustrator, Photoshop's type is dependent upon the file's resolution. Text at 300 dpi will look more chunky and jagged than type done in a resolution-independent (vector) program such as Adobe Illustrator.
- We do not recommend MS Office programs as they work only in RGB & grayscale modes, not CMYK.
- Do not use page layout program clipping paths. Use paths in Photoshop or Illustrator.
- Printworks does not support Freehand 10.

### **Fonts**

- Use Type 1 fonts whenever possible. Fonts, in general are not cross-platform nor are they common from one computer to another. All fonts (both printer and screen) must be supplied. Open type fonts are the only fonts that are cross-platform.
- Do not use the bold, italic and outline attribute buttons in your software program, please use the bold, italic and outline version of that font.
- When gathering fonts, don't forget to include all versions (Bold, Italic, etc.) as well as the printer and screen versions.

### **Colours**

- If you are printing spot colours you should always refer to the appropriate Pantone Guide. Uncalibrated monitors and printers will not give an accurate colour representation. When you are choosing spot colours to be printed as 4 colour process we recommend using the Pantone Solid To Process Guide Coated. This will show you whether your chosen pantone colours can be reproduced as 4 colour process.

### **Scanning and DPI**

- Black and white line art should be at least 600 dpi and in bitmap mode.
- Continuous tone photos should be at least 300 dpi at output size.
- For 4-colour jobs, always convert your scans to CMYK mode.
- CMYK & duotones should be at 300 dpi at 100%.
- Images should not greatly exceed the limits of the picture box.

### **Digital Cameras**

- Use Photoshop's Image Size dialog with "resampling off" to increase your digital photo to 300 dpi, then save as TIFF or EPS.
- Convert to CMYK or grayscale.

### **File Formats**

- Always use TIFF or EPS for graphics.
- Raster images used in 4-colour jobs must be in CMYK mode. Vector images must be built using CMYK colours.
- Files with clipping paths must be saved as Photoshop EPS.
- Native files are preferred unless files are coming electronically and size is an issue. Please send a press-optimized PDF if native files are too large. Please note we cannot edit your PDF files.
- All Adobe Illustrator files need to be saved in the latest version with Postscript Level 3.

### **Bleed**

- Bleed designs should fall off the page at least 1/8" (.125).

### **Hairlines**

- Never use hairlines – use a minimum of 3/10 of a point (0.3) for every rule, key line or stroke.

### **Trapping**

- Set overprinting as you see fit, but do not trap your files – our imposition software will override your settings and automatically does this for you. In Quark XPress we override overprint settings but with InDesign we do not.

### **Imposition**

- Not recommended to build booklet or otherwise impose your files – our imposition software automatically does this for you.

### **Providing Your Design**

- Always provide a current hard copy proof and a mock-up showing folds and back-up.
- Multi page documents should be supplied as single pages in numerical order.