

# About Prepress

Our prepress environment combines a fully electronic pdf workflow with G7 Certified digital proofing and direct to plate imaging. Our staff of technicians are experienced in all major design software packages, ensuring that the project you envision will be the product you get.

- **Available Software:** Adobe Acrobat (PDF), Adobe InDesign, Adobe Illustrator, Adobe Photoshop, and QuarkXPress.

## Preparing Your Files

Also refer to the links for **PDF Creation in InDesign** and **PDF Creation in QuarkXpress** for step-by-step instructions.

### Supplying PDF Format:

When pdf's are being supplied for print, please ensure the following:

- Trim marks only are included when exporting to pdf. No other printer marks are needed
- Bleed is included when necessary (Bleed should extend .25" beyond trim - .125" minimum)
- All fonts are embedded or converted to outlines
- Images are high resolution (300 dpi recommended)
- Print-ready pdf files supplied as single pages (not spreads) within a single pdf file
- Spot colors defined when printing as Pantone colors and not converted to CMYK
- Black text should be 100% black only. Rich black should be used only on large text or graphic boxes.

### Supplying Creative Files:

We recommend that you "Package" from InDesign or "collect for output" from QuarkXpress before sending your creative files. Please ensure all fonts, graphics and images are linked and not missing before packaging for the printer.

### Color Mode:

When creative or working files are being supplied for print, please ensure the following:

- Check your document and it's images if printing CMYK or greyscale
- Check your color palette for unwanted spot colors
- Pantone Colors: use the given Pantone name of a spot color (Do not rename ex: Logo Blue)
- RGB Images: our Kodak Prinergy application automatically converts RBG images to CMYK usually without any color compromise
- Rich black: Recommended color separation is 50% cyan, 30% magenta, 30% yellow, 100% black. This should only be used on large blocks of black or large black text for a deeper black appearance. Black text should always be 100% black only.

### Specialty Printing Techniques and dielines:

- Provide dielines, embossing, foiling and varnishes in the working file or pdf. We can assist if you have any questions or require our prepress operators to create any special effects or dielines for you.

### Electronic File Delivery:

Your files can be uploaded to the PrintWest or Mister Print FTP sites or by email for your convenience. (Maximum files size for emailing is 15mb) Your Sales Representative or Customer Service Representative will provide the required information regarding transfer of your files. Please ensure all files are collected into one folder before uploading to the FTP site so all elements of your job are together. Please name your files and folders so they are easily identified. We can also retrieve your files from other file transfer sites such as Dropbox.