

## DESIGN RESOURCE / PRE-PRESS GUIDELINES- BEST PRACTICES

### PRE-PRESS GUIDELINES- BEST PRACTICES

The prepress department at the Quint Company, have created a "Best practices Guidelines" for you when sending files to ensure that your project goes smoothly, and stays on the time frame required. As always, there may be special circumstance, issues not covered, and items that may require further clarifications.

**Please do not hesitate to contact our prepress department at 215-533-1988 for any questions or further assistance!**

**If possible please send the below native file formats for easier manipulation by our team in case alterations or changes need to be made to your file:**

- Adobe Illustrator
- Adobe PhotoShop

#### Layout:

- Design to Flat Sizes
- Always include a 1/8" (.125) bleed on any side that bleeds
- Include Die-lines in separate layer and set not to print
- Allow 1/8" for inside folds (like a double-gate fold)
- Provide separate versions or pieces as separate documents
- Try to keep all type 3mm away from all cut lines and perfs for Unit Dose Blister cards.
- Try to keep all type 1/8" away from all cut lines for folding carton
- Use solid colors (Pantone or 100% K, for example) for small type for Digital
- Be mindful of small white reverse copy though 4 color process graphics. They can be difficult to hold registration on press.

#### Fonts:

- Place fonts in a separate folder (ie. in a directory named "Fonts")
- Include all families (screen & printer) for the job
- OpenType (.otf) fonts preferred
- No Fake styles (bolding, italic, etc) use the correct font from the family version

#### Print Tolerance:

- Minimum font point size: 5pt. (6pt. type for reverse copy)
- Minimum line thickness 1 color positive .5pt
- Minimum line thickness 1 color reverse 1pt
- Minimum printable Dot 3%

#### Colors:

- Use Pantone Matching System names from swatch books
- When using Pantone Colors, remember the substrate the piece is being printed on (ie 'C' for coated, 'U' for uncoated.)
- Always include a 1/8" (.125) bleed on any side that bleeds
- NO RGB colors, kindly convert them to CMYK values
- Consider using Rich Blacks when doing large solid areas of black for Offset (C=75 M=68 Y=67 K=89)
- If possible, use black grays (levels of K) for solid panels
- When using color profiles be sure to embed them

#### Graphics:

- Send all linked graphics separately in their own folder
- Should be sized 100% and with the dpi around 250-350 dpi, default 300dpi
- Use .TIFF, .JPG or .EPS formats
- DO NOT send RGB images, convert these to CMYK
- Flatten effects like transparency and drop-shadows

#### Print Ready Files:

- Use PDF formats that are transparency friendly: PDF/X-1a, PDF 1.3 (Acrobat 4)
- Include a 1/8" bleed where appropriate
- Fully Embed all fonts
- Run the document through an Acrobat Preflight: Advanced -> Print Production -> Preflight -> (Sheet fed offset or Digital Printing Color)
- Produce Spreads, where appropriate
- Sending / Collecting / Packaging:
  - Use OS independent friendly names: shorter than 128 characters, ASCII alpha-numeric, use file extensions, and no special characters
  - In InDesign and Quark, use the built-in Package/Collect facilities and collect into a separate folder
  - Remember to include any fonts or images used within placed Illustrator files
  - Compress all files into a .zip file, per document. For example, if collected a document into Folder "Collected" compress that into "Collected.zip" or "Collected.sit" format.

**Please call us with any pre-press or production questions.  
We will be glad to help!**

**215-533-1988**