

PREPARING YOUR FILES FOR PRINT

To ensure a successful print job, it's essential to prepare your files correctly. This guide will walk you through the necessary steps to create high-quality print-ready files.

Color

CMYK: All images should be in CMYK color mode for accurate printing. Convert RGB images to CMYK, and be aware of potential color shifts.

Pantone: If using Pantone colors, convert them to CMYK equivalents or provide a detailed color chart.

Resolution (300 DPI): Ensure images are at least 300 DPI at the final print size. Higher resolution is acceptable but unnecessary.

File Formats

Preferred: InDesign and Press Quality PDF

Canva: Ensure your design includes proper bleeds with crop marks and is exported as a high-quality PDF.

Bleed & Trim

Bleed: Add a .125" bleed to all sides of your design if a color extends to the edge.

Trim: Keep important elements at least .25" away from the trim edge.

Font & Image Considerations

Fonts: Package all fonts used in your design.

Images: Use high-quality images in CMYK color mode and package all images used in the layout.

Rich Black: Use a mix of 50% Cyan, 50% Magenta, 50% Yellow, and 100% Black for deep blacks.

File Submission

Email or FTP: Use these methods to transfer your files.

Compression: If needed, compress large files to reduce file size.

Additional Tips

Proofread Carefully: Check for typos, spelling errors, and design inconsistencies.

Communicate Clearly: Provide clear instructions and specifications of the print job via email.

Consider a Test Print: When possible, request a Live Proof to ensure the final print piece meets your expectations.

By following these guidelines, you can ensure that your print projects are produced to the highest quality standards.



2495 Main Street, Suite 220
Buffalo, NY 14214



Office: 716 332 4369
Toll-Free: 800 591 5685



info@marketingtechonline.com