



Several elements should be built into a file to make it ready for press. By including these elements prior to sending your file, it can quickly move to the print stage. These elements include:

- Resolution • Bleed • Crop Marks • Fonts • Color Space

 **RESOLUTION - *What is it?*** Image resolution describes the detail an image holds, higher resolution means more image detail.

How do I achieve it?

Save your pictures in Photoshop at 300 dpi (when resizing your image make sure you uncheck “resample/downsample image” in the image size dialog box).

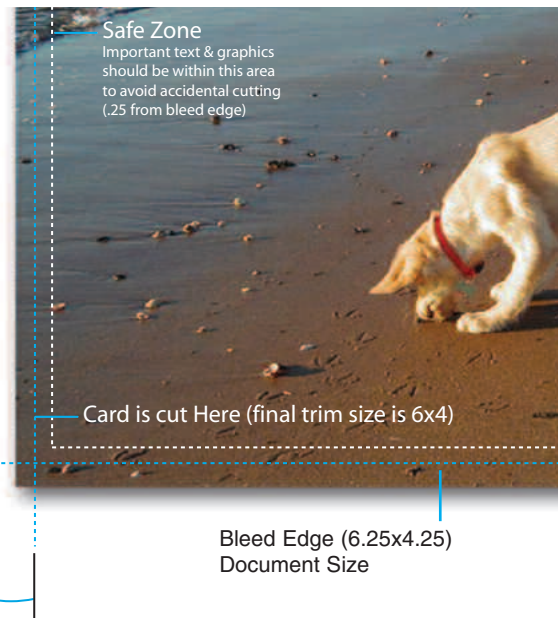
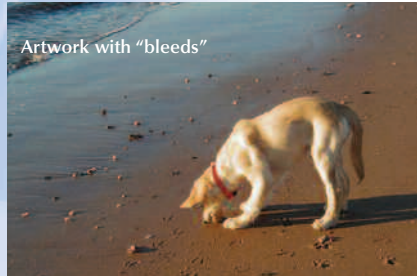
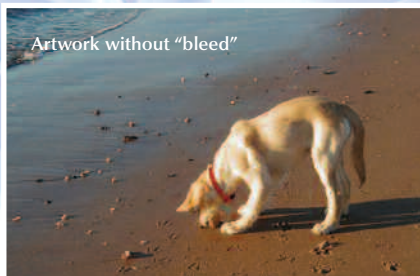
 **BLEED - *What is it?*** Bleed refers to the ink coming all the way off the paper.


How do I achieve it?

All images you would like to “bleed” should extend 1/8” off the document page. When printing (generating) your pdf, you must include “bleed” and specify the amount you want (i.e. 0.25).

Press equipment does not print all the way to the edge of a paper. However, a full bleed (or ink to the edge) effect can still be achieved. Simply extend your image 1/8” all around the perimeter to allow for the necessary trimming.


Example: a postcard with a final trim size of 4”x6” has a bleed size of 4.25”x6.25”



 **CROP MARKS - *What are they?*** Crop marks (or registration marks) show the trimmer exactly where to trim the document.


How do I achieve it?

To create crop marks, when converting your document into a PDF, choose the option “Output/Advanced”. Then select “Marks/Centered.” Once the PDF is opened, you will notice that the crop marks are placed in all four corners 1/8 of an inch inside the borders. Without choosing this option the PDF will not leave this extra space for trimming purposes.

 **FONTS - *What are they?*** Fonts are the “type styles” you are using, and it is important to embed them to ensure they transfer with the document.

How do I achieve that?

When sending a PDF make sure you check the “embed fonts” option when making the PDF. If sending a raw file collect the entire family of fonts (including bold and italicized), place in a folder, and send along with the file.

 **COLOR SPACE - *What is it?*** Color Space is the color “reproduction” your file is set to. CMYK (Cyan, Magenta, Yellow, Black) is the appropriate color space for reproducing on a commercial press.

How do I achieve it?

Change the file to the CMYK color mode in Photoshop or Illustrator.