File Submission Guidelines–Offset & Digital

We ask that you understand and adhere to these additional standards and concepts when submitting your files for offset or digital print production:

Color
1. Files, including graphic links should be set to the CMYK color space.
2. Linked photos are acceptable in RGB.
3. <u>DO NOT</u> use the swatch "Registration" for black.

Color–Pantone
1. Offset print production uses the Pantone Color Bridge system to match Pantone Solid Coated and Uncoated inks to process color.
2. Your process color job (i.e. 4/4 color) built with Pantone Solid Coated and Uncoated swatches will be converted to Pantone Color Bridge process color formulas for production, except where Pantone Solid color is specified to be used (i.e. 5/4 color).
3. Digital printing only prints in process color. Pantone spot color is converted to its closest process color match available for the printing method used.
4. See "File Submission Guidelines–General" for Pantone swatch usage in your design file.

Trim safety area
1. Any text or graphics should be inset a minimum of 0.125" (1/8 inch) from the final trim edge of your design. This is to prevent required text or graphics from being unintentionally cut off of your final product during production.

Bleed
1. Include at least 0.125" (1/8 inch) bleed on all sides.

Production Ready PDF
1. **Offset**–<u>DO NOT</u> include crop marks, bleed marks, registration marks, or color bars on production ready PDFs.
2. **Digital**–Include crop marks only.
3. Use PDF/X-4 export Settings for the highest quality output (We suggest the use of Zip compression for image quality).
4. <u>DO NOT</u> flatten transparency.
5. It is preferred to have all PDF trim and bleed boxes set correctly in your production ready PDF. This is most easily accomplished by setting the bleed size in your design application, document setup, before PDF export.
6. In applications such as Quark or Illustrator set drop shadow and/or effects settings to 300 ppi. (minimum 150 ppi).
7. **Note on postscript output:** While it is an older and generally acceptable output method to output/print to postscript and create a PDF with Acrobat Distiller, Graphcom prefers PDF files that are directly output with native transparency (PDF/X-4) to optimize production output. The postscript output method renders difficult to correct PDFs with flattened transparency and many times no defined PDF page boxes. If supplied correctly, these files are accurate and acceptable, but may require longer

production times or may not be able to be adjusted and require new files to be submitted if correction is necessary.

Eric Staub at 5/21/19 2:33 PM