READ ABOUT FILE SUPPLY

Print 101: Basic need to know information when supplying files for print, for both digital and offset presses.

Gravitas MEDIA

V1.0 MAY2016

FILE SUPPLY GENERIC

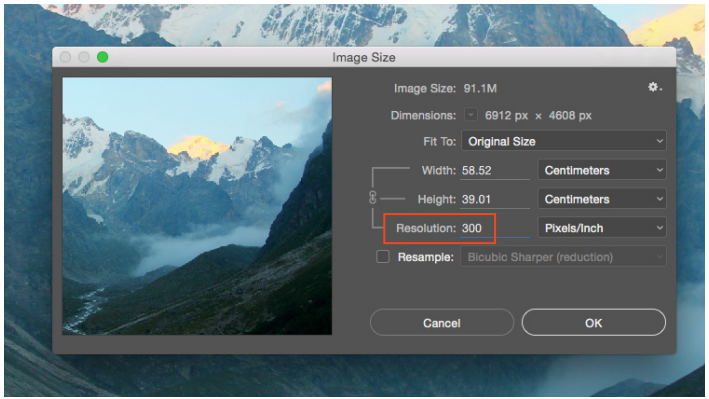
IMAGE & FILE RESOLUTION

Photographic images

300dpi minimum – printing images with a lower dpi will result in blurry and pixelated images.

Logos/Icons/Graphics

Ideally these types of imagery should be in vector format. This allows it to be completely scalable and be enlarged infinitely with no loss of quality. Usual formats for these are EPS, AI, or PDF.



The resolution of an image can be checked in Photoshop.

FILE SUPPLY GENERIC

BLACKS

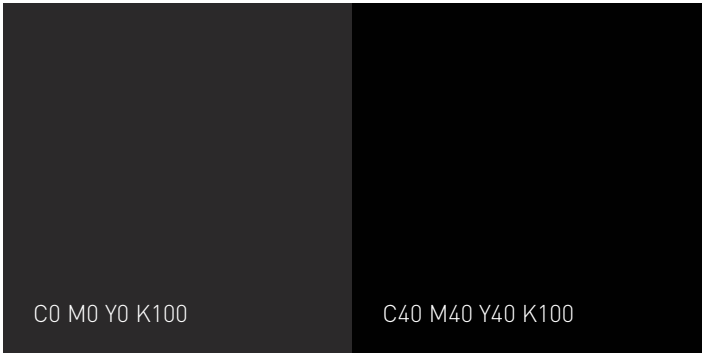
Large areas of black

Sometimes solid panels of black (C0 M0 Y0 K100) can look washed out or even dark grey in CMYK.

For large areas of black, we recommend that you set the colour to the following mix: C40 M40 Y40 K100, this will create a richer black.

Black text or thin black lines

For small areas of black, always use just K100, otherwise registration issues may occur when lining up multiple colours over one another on small text – resulting in blurry looking text.



On screen they may look the same, but printed the richer black will look stronger.

FILE SUPPLY GENERIC

DIELINES & OTHER NON PRINTING ENTITIES

Dielines (Cut lines)

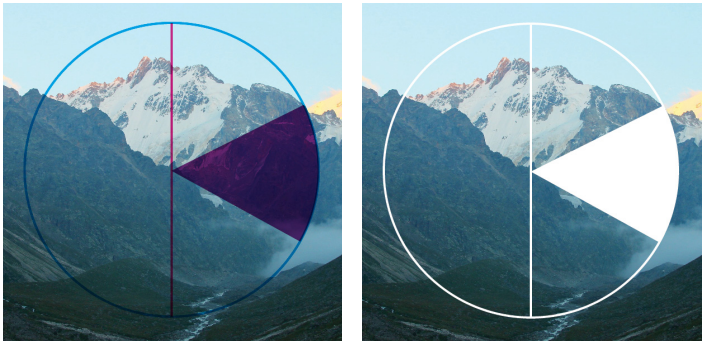
Our studio usually sets this up as a Spot colour with 100% cyan breakdown. This can be set in any Spot colour renamed as 'Dieline' or 'Cut' in the swatches and set to overprint.

Crease lines

Our studio usually sets this up as a Spot colour with 100% magenta breakdown. This can be set in any Spot colour renamed as 'Crease' in the swatches and set to overprint.

Clear Dry / Overgloss

Our studio usually sets this up as a Spot colour with 50% cyan and 100% magenta breakdown. This can be set in any Spot colour renamed as 'Clear Dry' or 'Overgloss' (depending what coating you are using) in the swatches and set to overprint.



Importance of overprint: When an object is set on overprint, it doesn't knock out the image behind it, allowing us to turn the non printing entity off to print the artwork. When overprint has not been set, the non printing entity knocks out the image behind it causing it have missing artwork.

FILE SUPPLY GENERIC

BOOKLETS

Imposition

Supply your final file as a multi-paged PDF with non facing pages. Please do not supply your files imposed or with facing pages. We will set up the imposition for printing.

Creep

For multi-paged saddle stitched jobs, please do not add creep. We will set up the creep during prepress.

FILE SUPPLY GENERIC

SUPPORTED FILE TYPES

Our preferred file type is a Press Quality PDF

This can be saved from any of the industry standard graphics applications such as:

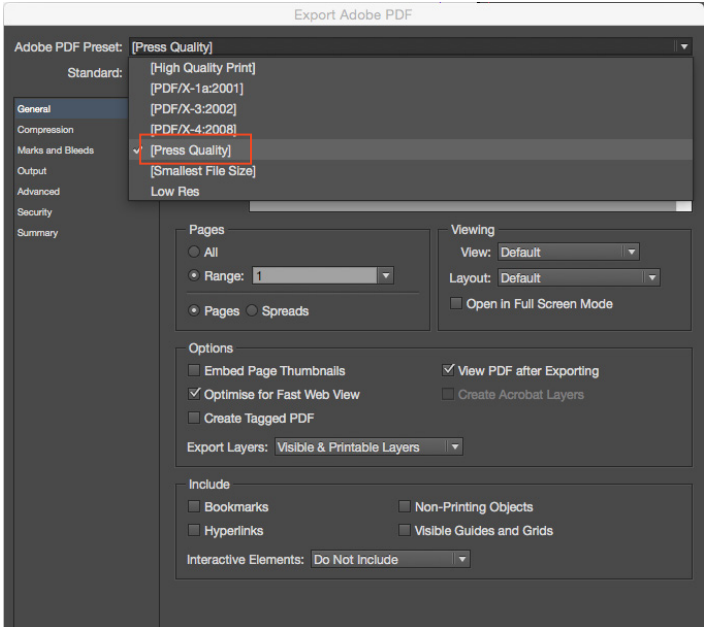
Adobe InDesign
Adobe Illustrator

Other desktop publishing software such as Microsoft Word may also have an option to save or export a PDF.

If the software you have created your artwork in can't produce a PDF, then you may be able to save a 'flattened' graphics file such as a TIF or JPG file for us to print from. If you are using this option, please ensure you have the artwork size set up at 100%, and save the files at 300dpi resolution.

Outlined files

Ideally your PDF should be outlined/pathed. This will ensure there are no font issues that may be caused from fonts failing to embed. In Indesign and Illustrator, this can be done by selecting all text and using the 'Type' menu, select 'Create Outlines'.



To create a PDF, go to the 'File' menu and select 'Export'.

FILE SUPPLY GENERIC

SENDING FILES

Files under 10MB

Artwork under 10MB can usually be emailed to your Account Manager.

Files over 10MB

For artwork files that are too large to email, you can courier or drop in the files on a disk or USB.

Alternatively you can use our Sharefile service to upload your files, and inform your Account Manager. Click the branch of relevance below to upload a file.

Auckland
Hamilton
Christchurch
Sydney

Supplying open files

To avoid hold ups (i.e. file changes or colour adjustments), we recommend you also supply the working file with links and live fonts, as well as a outlined PDF file.

For multiple files, ZIP your files before uploading.

FILE SUPPLY GENERIC

BLEED, CROP MARKS & SAFE AREAS

Bleed

For artwork that have colour printed to the edge of the page. Proper bleed area set up on all sides will prevent any white showing on the edge when the finished print is trimmed.

Standard bleed area:
3mm (for jobs under A3 size)

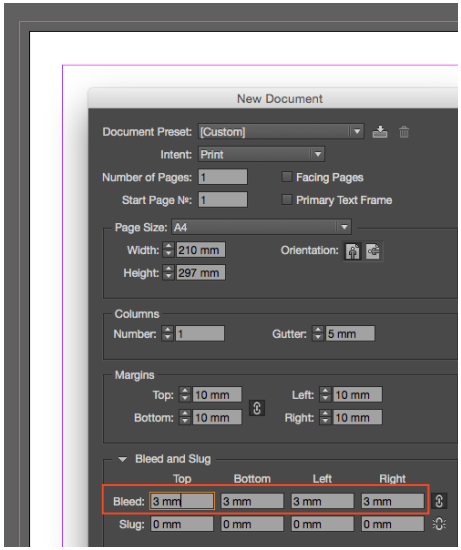
Extra bleed area:
5mm (for jobs A2 size or larger)

Bleed can be set up when initially creating a document, or under 'Document Setup'.

Safe Area

This is an area around all edges of an artwork that need to be clear of any crucial information or artwork.

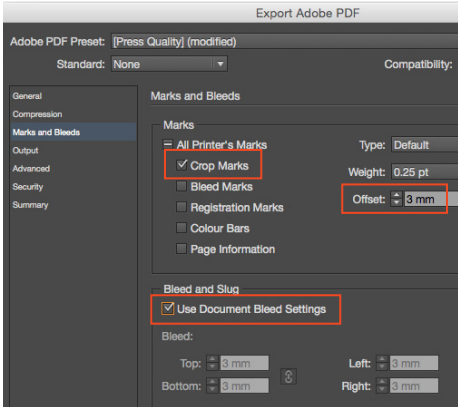
Standard safe area: 3mm.



Crop Marks

These are lines that sit outside of the artwork and bleed areas to show us where the job will be trimmed. Auto generated cropmarks can be selected when exporting a PDF in Indesign or Illustrator.

Make sure to change the default 'offset' value to the size of your bleed area (ie. 3mm), to ensure the cropmarks don't intersect with your bleed area.



FILE SUPPLY DIGITAL

COLOUR SET UP

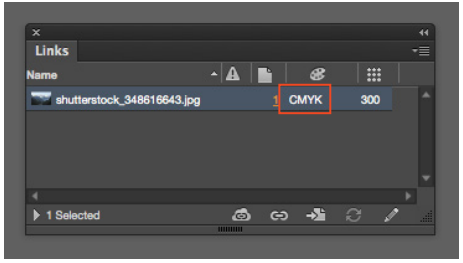
Colours

For Digital Printing, your file should be set up in CMYK only.

Any RGB or Spot colours will be automatically converted by our presses and may produce a different result than what you had in mind.

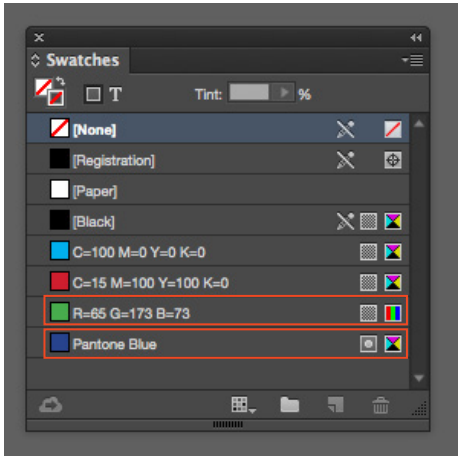
Checking your colour settings:

• For photographic images – use the 'Links' Panel Options for a quick check through all your imagery. If any display RGB, open up the file in Photoshop and convert it to CMYK.

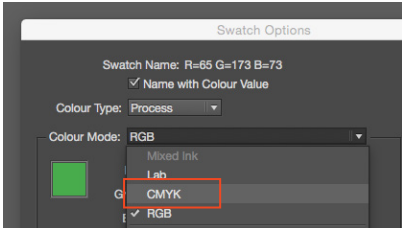


Links panel example

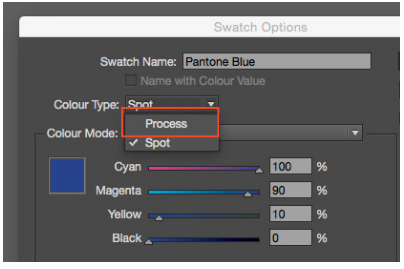
• Colours within the file – check through your 'Swatches' Panel to ensure all colours are set up in CMYK. Icons that indicate the swatch used is RGB or a spot need to be edited by double-clicking on the colour.



RBG to CMYK



Spot to Process



FILE SUPPLY OFFSET

COLOUR SET UP

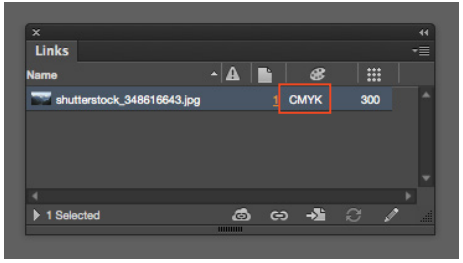
Colours

For Offset Printing, your file should be set up in CMYK or Spot.

Any RGB colours must be converted manually by you to CMYK or automatically when you export your PDF.

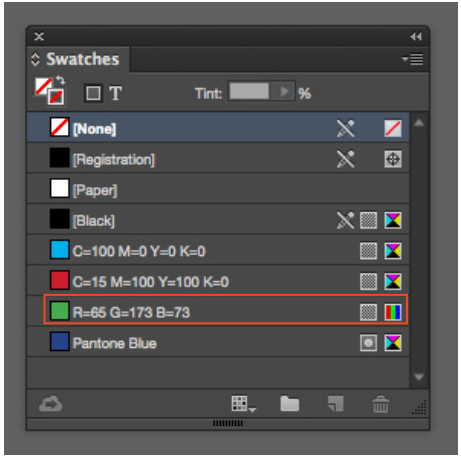
Checking your colour settings:

• For photographic images – use the 'Links' Panel Options for a quick check through all your imagery. If any display RGB, open up the file in Photoshop and convert it to CMYK.

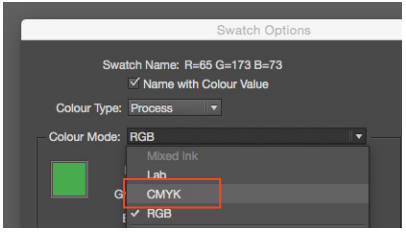


Links panel example

• Colours within the file – check through your 'Swatches' Panel to ensure all colours are set up in CMYK or Spot. Icons that indicate the swatch used is RGB need to be edited by double-clicking on the colour.



RBG to CMYK



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