

TIPS FOR CREATING BETTER FILES

Trim, marks, bleeds, type safety and more.



TIPS FOR CREATING BETTER FILES

- 1. Use a high-end graphic application**

Prepare layouts or artwork in a program commercially used in the graphic industry such as Adobe InDesign or Adobe Illustrator.
- 2. Create the document using the actual page size**

Please build your document to the size quoted on the job.
- 3. Type safety**

Type should be held back 0.125" from the trims. This will assure nothing is trimmed off during the binding process. (See attached diagram)
- 4. Use high-res images**

Use high-resolution images with 300 PPI (pixels per inch) to ensure crisp, high-quality printed results.
- 5. Blacks**

We recommend that all black type under 72 point set to 100% black only and that any large areas of black such as bars or overall backgrounds of ads be a rich black (CMYK 60, 40, 40, 100), which gives a nice dense, neutral black when printed.
- 6. Knockout v.s. overprint**

White text must be set to KNOCKOUT of the background not to overprint. Colours in graphic files that sit on top of one another must be set so that the top colour does not overprint but KNOCKS OUT of the colour below it so as not to change colour. Black text should always OVERPRINT.
- 7. Fonts**

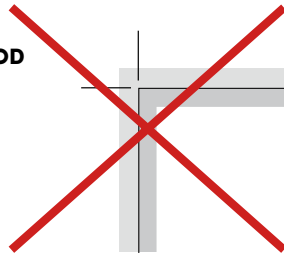
When exporting the job please make sure all fonts are embedded and include the full family (do not subset).
- 8. Images butting to the spine**

When graphics and images are going up against the spine please make sure the image is not crossing over to the facing page but actually meeting the spine. This can be done using numeric placement.
- 9. Bleeds**

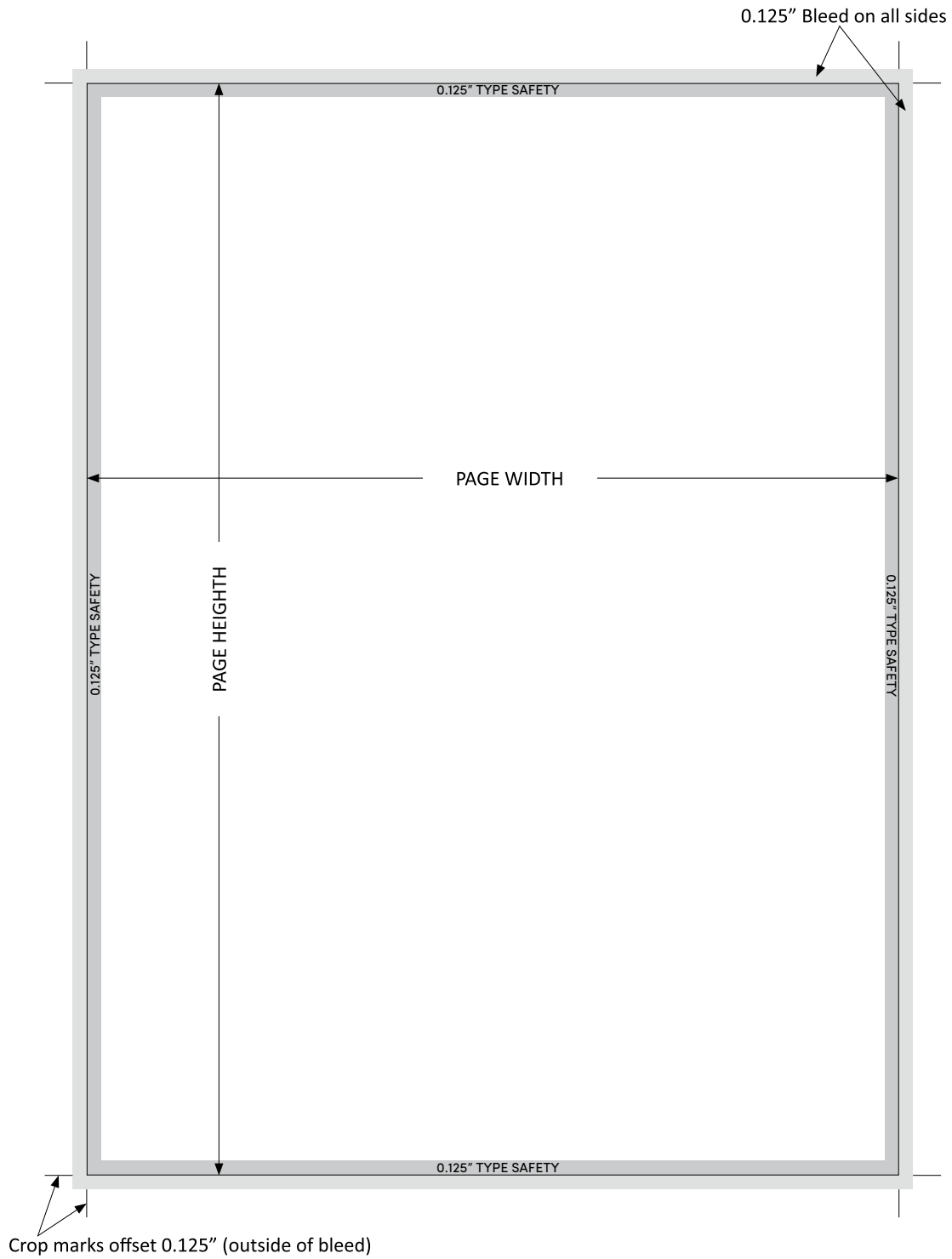
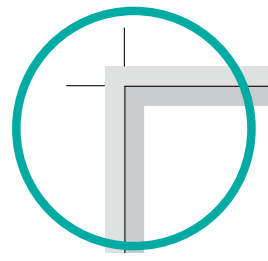
On all pages where an image and/or colour extends to the edge of the page, we require the image to bleed 0.125" beyond the trim size. (See attached diagram)
- 10. Marks**

When exporting your document to a PDF please do not use the factory settings for the marks offset. We require all marks to be offset by 0.125". (See Exporting PDF files document)

NOT GOOD



GOOD





For more assistance or information,
please contact your Mitchell Digital Expert.



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