

RAWSON PRINT CO

FILE PREPARATION



HIGH RESOLUTION PDF'S

For press ready high resolution PDF's, use the following specifications:
BLEED: 3mm (minimum) on all edges.
REGISTRATION OFFSET: 10pt
PAGE POSITIONING: Centred

Rawson Print Co. can supply PDF settings for Indesign and Acrobat Distiller. Please ask us to supply you with these settings.

- › PDF's to be supplied in the correct page order and size, as single pages (not as spreads, except for 6pp or 8pp).
See diagram below
- › Ensure that you check the page count.
- › Ensure that the fonts are embedded.
- › Ensure that images are supplied as high resolution (300dpi resolution scaled at 100%), or advise RPS Co. that we are to proceed with the low resolution images as supplied.
- › All images need to be CMYK .
- › Do not incorporate colour bars or registration marks – only trims.
- › Where possible, also supply the native files as backup in case we encounter any problems with your PDF.



PREPRESS - GENERAL

- › Delete all unused colours.
- › Ensure the colour mode is CMYK
- › Ensure any knifelines are specified as a spot colour, are named appropriately (eg knife, crease, perforation) and are set to overprint.
- › Ensure all Spot Varnishes & Embellishments are a spot colour, are named appropriate (eg Varnish, Spot Varnish, Matt, Gloss, Spot UV, Emboss, Foil) and are set to overprint.



FONTS

- › Ensure all fonts are outlined or have been collected / packaged within the artwork folder.
- › Supply the entire font family, do not collect only the fonts used in the document from a "collect for output". Manually choose the font family folder and copy it to the artwork folder.
- › Never use 'pseudo' or 'fake' fonts (eg bold or italic), only use options from the actual font family.



ADOBE INDESIGN

- › If exporting to PDF make sure Transparency Flattener is set to High Resolution.
- › Ensure all links are up to date and are collected / packaged to a 'links' folder within the artwork folder.



ADOBE ILLUSTRATOR

- › If Spot colours are used, ensure they have the same name in the page layout program.
- › When naming spot colours, do not use CVC or CV, only use C (eg Pantone 280C).
- › Ensure all placed images are either embedded or have been collected / packaged within the artwork folder.
- › Do not place DCS Photoshop images within Illustrator.



ADOBE PHOTOSHOP

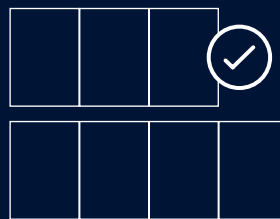
- › Images should be at 300dpi resolution scaled at 100%.
- › Save files as either TIF, EPS or PSD.
- › If a knifeline is required, do not flatten it on the image, supply it on a different layer.



SINGLE PAGE



SPREAD



6 / 8 PRINTED PAGES