

Preparing Files for Print

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 RPCo. 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.

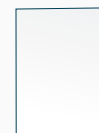
- Ensure the colour mode is CMYK
- Ensure any knifelines are specified as a spot colour, are named appropriately (eg knife, crease, perforation) and are set to overprint.
- Ensure all Spot Varnishes & Embellishments are a spot colour, are named appropriately (eg Varnish, Spot Varnish, Matt, Gloss, Spot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

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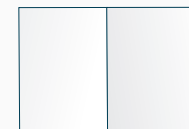
- Images should be at 300dpi resolution scaled at 100%.
- Save files as either TIF, EPS or PSD
- If a knifeline is required, do not flatten it on the image, supply it on a different layer.



SINGLE PAGE

Id

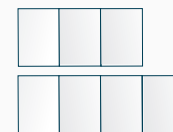
- If exporting to PDF make sure Transparency Flattener is set to High Resolution
- Ensure all links are up to date and are collected/ packaged to a 'links' folder within the artwork folder



SPREAD

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- 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.



6/8 PRINTED PAGES