



# FILE FORMATTING AND SUBMISSION

## File Formatting

The following information is provided to our customers who wish to supply their jobs as **print ready**. This information will help streamline our process and ensure the most efficient and cost-effective outcome in transferring your files to our systems.

### System Info

Creative Services Prepress Department is Macintosh-based, currently running macOS Mojave.

### Program Info

Creative Services uses QuarkXpress, Adobe CC, including InDesign, Illustrator, Photoshop, and Acrobat Professional.

**NOTE:** We do not accept Microsoft Publisher, Powerpoint or Excel files for print.

### Formatting your files

**Document setup** – Always set your document page size to the **actual size** of the piece you are designing for output.

**Fonts** - Missing, substituted, or inexpensive Web fonts can cause printing issues. Some software programs allow you to apply certain styles (italic, bold, etc.) to a plain font. These stylized fonts don't always print well. Be sure to use a proper font family.

**Bleed** – Bleed is the area of color or image that extends beyond the page and should be set to 1/8" (0.125"). Build all pages to 100 percent of their trim size. If you have images, graphics or text blocks that bleed, extend those at least an 1/8" past your page boundary.

**Image format** – Use the TIFF format for photos and AI, PDF or EPS format for graphics (like logos).

Jpeg, Gif and PNG are Web formats and **should not be used** in printing. Graphic elements supplied in TIFF format should be used at 100% of reproduction size to avoid image degradation. Photographs should not be enlarged or reduced more than 25% for best results (75%-125%).

**Image Resolution** – 300 dpi is recommended whenever possible to ensure quality reproduction.

## Spot Color

If your project makes use of only one, two, or three colors (including black) that is spot color design.

Spot colors should be identified as Pantone colors using the solid coated or solid uncoated libraries. Do not use Pantone PC colors when using spot color.

## File Submission

Creative Services can only accept PDF files to ensure correct formatting of your file.

### PDF creation overview

#### If using Adobe

##### InDesign:

Navigate to File > Export > Format: Adobe PDF (Print)  
Choose "press quality" or "highest quality" in the PDF settings, not a "screen" or "web" quality PDF.

Always choose "embed fonts."

Color space should be CMYK (or Grayscale) and **not RGB**.  
Do not include crop marks, registration, or color bars

Be sure to designate the bleed(s) to 0.125" if applicable to your job.

Be sure all your linked images and graphics are properly formatted before making a PDF file.

#### If using Adobe Illustrator:

Navigate to File > Save As > Format: Adobe PDF.

Follow the steps from the second bullet onward from InDesign above.

#### If using Word, WordPerfect, PageMaker or Publisher:

Open Acrobat Distiller, Under the default settings choose Press Quality, open or go back to your file, choose print and select the Adobe PDF Print Driver, Click OK and save your PDF file.

#### Text and Photo files – (from a PC/Windows environment)

Microsoft Word is preferred when supplying text and photos should not be imbedded in the word document but sent as separate files for formatting on our systems.