

How to prepare your files for best results in the Think Digital workflow



Page Make Up

- Use the correct page size in the application.
- Allow for bleed in the document and in the print options - minimum 3mm.
- Incorporating crop marks may require a larger page size on output. Always include crop marks and bleed (where applicable).
- Please Indicate if CMYK or special colours apply, and supply Pantone reference numbers where known.
- The colours produced on a monitor or proof can differ radically from those of the press printed version. If you are expecting a certain colour that you have already seen from a printout from your own desktop printer it may be a good idea to bring these along.

Images

- Ensure EPS graphics contain the fonts.
- A minimum input of 300 dpi is recommended.
- All images should be either TIFF, EPS or JPEG, saved at maximum quality.
- Supply colour images in CMYK, not RGB or LAB.

Fonts

Fonts can be a major contributor to print problems.

Variations in type design or font substitution can compromise the printed results. For example, the most common typeface 'Times' is available in a variety of versions: Times New Roman, Times, and Times Roman, to name a few of the most frequently used. Each differs slightly in design and kerning or tracking values are different. Producing PDFs will help eliminate these problems by showing a proper representation of the finished document and showing that the correct fonts are embedded.

File Submission

If it is necessary to submit application files rather than PDF or postscript, make sure all items used to create the documents are supplied, e.g. fonts, images, logos.

In this case you will need to 'collect for output' all associated files and create a Zip or StuffIT file (depending on your operating system) and this is what you then upload. For data security always keep copies of all application files and images.

and Finally...

Always send clear written instructions along with your own final proof for us to check against. Remember, in the absence of a proof we can only print what we assume to be the correct version. Please label any discs with your name for our reference.