



OUR DIFFERENCE IS IN THE DETAILS

The Inkwell, Inc.

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Member of

American Printer's

GREEN TEAM Honor Roll

Design / Layout

Copyediting

Retouching

Wide Format

Digital / Offset

Specialty Printing

Bindery / Fulfillment

Mailing Services

Total Project Management

Print Preparation Guidelines

The following general guidelines will help your job go smoothly and print with the best quality. We are willing to work with you to help create the most efficient, quality files. Please contact us with any questions or problems.

Client-Supplied Proofs

Providing low-res PDFs or a “hard copy” printout helps ensure that your files print as intended and enables us to more easily spot missing art or type rewraps. Proofs must be created from the most recent version of your supplied file(s).

Collect/Package Files

Missing elements can cause unnecessary delays. Be sure to include all linked art and fonts (screen and printer) associated with your project. Both QuarkXPress® and Adobe® InDesign® have a collect feature. It's also important to “stuff” or “zip” files and fonts when sending files electronically.

File Types

We support the most current version of all Adobe products as well as QuarkXPress. Native files give us the most flexibility to make changes or correct problems. Properly prepared files may be submitted as “press quality” PDFs.

Color Model/Mode

Full color documents should be created with CMYK colors and use Pantone® “process” colors. PMS (also called “spot” or Pantone) jobs should use a Pantone “solid” library and contain only those colors that are to be printed. RGB files will not print properly and should be converted to CMYK. It's wise to print out your work with separations on. This will enable you to inspect each color plate and correct existing problems prior to file release.

Linked/Placed Art

Imported files such as EPS, PDF or TIFF files should not be embedded into a file. An EPS file using Pantone 200 U imported into a QuarkXPress document using Pantone 200 C will produce two separate printing plates. Be sure linked art uses the exact same colors as your layout document.

Resolution

Raster images (Adobe® PhotoShop®) should be CMYK or grayscale with a resolution of 300 dpi at final placed size. (Resolution decreases as image increases.) Web images are RGB color and only 72 dpi. Be forewarned that they do not look good when printed. Type or line art should be scanned at a resolution of 800-1200 dpi.

Contract Proofs

Inkwell proofs can be PDFs or hard copy depending on complexity of the job and its deadline. Our full color Epson® proofs closely represent how colors will look on press. Client's final approval of our supplied proof is required before we go to press. For the most accurate match, Pantone colors are matched on press to a Pantone book. Clients also have the option to be on site for a press run.



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General Guidelines

- File pages should be created to final page/trim size, not oversized with hand-drawn crops
- Bleeds should extend beyond trim by .125 (1/8th) inch
- Colors not being used should be deleted from files
- Do not stylize fonts (bold or italic); use actual fonts
- Avoid JPEG file format
- 4-color jobs should be set up as CMYK, not RGB
- PMS (spot) color jobs should use the Pantone solid color library
- Be sure colors in document(s) and placed art have coordinating color models
- Image resolution should be 300 dpi at final placement size
- Scan logos and/or text at 800-1200 dpi

Top Five Problems Encountered

Following are problems most frequently encountered with received files:

1. Missing or corrupt fonts
2. Linked images missing or named differently than placed images
3. Low resolution images
4. Conflicting spot color models
5. Incomplete instructions or job specs different than anticipated

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