

Page Layout

Document Size

When creating a new document, be sure the document is the correct size. For a 3.5" x 2" business card, for example, set up your document to measure 3.5" x 2". This will eliminate the need for CG to rework files that are "floating" on an oversized document. If a bleed is desired, extend the color/image 0.125" beyond the document trim edge.

Bleed Size

If a printed piece has ink that touches the edge of the paper, it is said to "bleed." In order to achieve this effect, the image in the file should extend at least 0.125" beyond the page boundary. After printing, the page is trimmed to the final size, creating the bleed effect. Your document page should be the same dimensions as your final trim size. Never build your bleed in to the page document size.



Created To Size

may not transfer correctly [or become linked], resulting in a broken, RGB format. By placing it, you maintain the link and the image quality.

Drilling

Always allow 0.625" visual margin from edge of page to edge of image for drilling. See **Finishing Services (Bindery Styles)** link for more information.

Dummy Proofs

Always supply a dummy proof of your job, even if smaller than the actual size (please note if smaller). This will guarantee that we know how it is to look. We will match our layouts against it to make sure all images and text match and the folding is done correctly. When sending a multi-color file, print out color separations as well as composites. This way you can confirm the colors are printing correctly. If page numbers are not on all pages, please write the missing page numbers on the lasers.

File Naming Length

File names should not exceed 18 characters in length. They should have no spaces, periods, slashes, dollar signs, hyphens, commas, asterisks, etc. Use an underscore to separate words, but do not use a hyphen or a dash.

The purple background image is extended 0.125" beyond the document boundaries to create a proper bleed.

Hairline Rule

A hairline is equal to 1 pixel. When your job is processed to print, it becomes virtually nonexistent. If you plan on using a rule, use a 0.5-point or higher thickness.

Hidden Images

Be sure all elements have been set to print and have not been covered up by white boxes.

Large Page Count

If you have a catalog that has 160 pages, please do not set it up in 160 individual documents. Break it into sections. It will end up costing you more money and time if we need to process each page one at a time. Consult your sales representative for more information.

Microsoft Word

Do not expect Microsoft Word files to print exactly the same on every computer. The different versions can cause word and letter spacing to shift. If line endings are critical, please provide hard copy when submitting your

Blank Pages

Submit files with pages in the proper order. Include blank pages where necessary.

Copies of Files

Never send the original files to us. If a file becomes corrupt or errors, we may need to have you send another copy.

Copy Margins

It is recommended to keep all copy at least 0.25" away from the final trim size. This will keep text from being trimmed off due to "creep."

Copy/Paste vs. Placing Images

Always place the image into your pagination program instead of copying it from another program. Your image

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files. Remember, Microsoft Word was not intended to be a graphics program.

Panel Brochures

In a brochure, panels that fold into each other need to be from .0125" to 0.25" narrower (depending on the stock thickness) than the previous panel. See **Folding Panels** under **Tips** for more information.

Pasteboard

Remove all unused text or graphics from the pasteboard. They could increase printing time and cost, and give misleading information about required fonts and graphics.

PDFs

When supplying PDFs, make sure bleeds are extended and fonts included. See **Prepress (PDF Guidelines)** link for more information.

Rotated/Inverted Images

It is best to rotate or invert the graphics in their original program prior to placing them into a pagination program. The entire image is processed, not just the visible portion, resulting in longer output times if not done with the original artwork.

Small Text

Colored text smaller than 12-point is more difficult to register at press. It is recommended to format all text smaller than 12-point at 100% black. Reversed-out text should not be smaller than 10-point. Smaller text fills in and loses delicate lines.

Spreads

A spread is another term for "crossover." A photo/illustration crosses over the center of the page to the next page. If you are doing a saddle-stitched or perfect-bound book, set up your spreads with no adjustments (image looks normal). However, if you are doing a casebound/side-stitched book, a 0.21875" offset is needed. See **Crossover Guide** under **Tips** for more information.

Trap

Trapping is the very slight overlapping of adjacent colors. Trapping color is achieved by use of chokes [shrinking] and spreads [expanding]. Corporate Graphics does not require you to trap your images; we will do that for you. If you require a specific trap, please indicate details on the File Submission Form. See **Prepress (File Submission)** link for checklist.

Vector-based Programs

When creating a graphic in a vector-based program such as Illustrator, do not import or place another EPS file within your file. Many times the placed/imported graphic will generate a PostScript error message and your file will not print. The correct way to build a file is to use a pagination program.