

# setting up your files for digital print

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We specialise in high quality digital print and can only achieve this if your files are set up correctly. Anything that is not completely correct can always be amended, but this will take extra time, therefore any deadline we initially agree to, may be missed.

If you are unclear of these points or have any other queries then please contact us for further details. We will not charge for this, and it may save you time later.

Baseline is committed to digital work flows. All jobs for print should be supplied electronically. The preferred file format for this is the Portable Document Format (PDF).

To produce a PDF file is simply a matter of distilling a Postscript file, usually with Adobe's Acrobat Distiller. Please note that this has to be a press quality PDF. Acrobat 4.0 and above is supplied with pre-set Press Optimized settings

- for colour PDFs use Acrobat 4.0 or higher. Version 3.0 colour can look flat.
- always have Acrobat Distiller set to embed all fonts.

## Applications

Baseline has current MAC versions of industry standard applications: Powerpoint, Word, Photoshop, Illustrator, Acrobat and InDesign.

## 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. So please include colour laser proofs if available.

## Images

- ensure EPS graphics contain the fonts
- a minimum input of 300 dpi is recommended
- all images should be either TIFF, EPS or JPEG
- if supplying JPEG images save at maximum quality. (This is not a loss-less compression format)
- 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 type face '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 embedded
- when producing files all fonts must be embedded
- fonts must be held by the press printer if supplying application files
- fonts supplied should comply with all current legal requirements

## 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
- for data security always keep copies of all application files and images
- files can be submitted (depending on size) in all recognised formats: CD, FTP and email (5mb max).

## 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.