

FILE SUBMISSION GUIDELINES



The following is a guide intended to assist our clients in preparing their files for print. (CMYK & PANTONE)

Quoted prices are based on files that meet these standards. If our pre-press department needs to make an adjustment such as adding bleed, re-sizing, color adjusting, or type changes, there will be additional charges. **Changes will never be made without your approval.** If you have any questions about the following, please contact your sales representative.

Color

- Always use either CMYK or PANTONE "spot" colors
- Convert all RGB elements to CMYK

CMYK is not the default for most software. Always check that you are in CMYK Color Mode.



Color is a very important part of your project, and ensuring all of your artwork is converted correctly saves time, money, and mistakes.

Resolution

- 300 dpi or higher

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Images lower than 300 dpi can create a less than desired print quality, even if it looks good on your computer screen. Low resolution files will look pixelated or blurry in print. Image size is particularly important when printing large-format products such as banners, posters, or displays.

Preflight



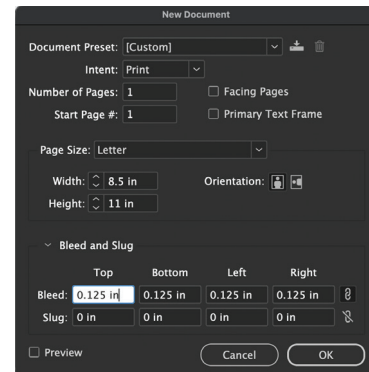
If included in your software, running preflight can help fix problems before you send them out.

Preflight identifies issues with colors, fonts, transparency, image resolution, ink coverage, PDF version compatability, and more.

Size

- Submit art to trim size (see bleed specifications)
- Do not include crop marks, color bars, or other printer marks

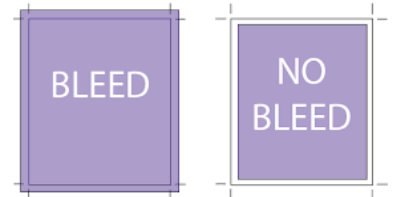
Sending your PDF in the actual file size ensures the final product is trimmed and finished correctly to your specifications. When printing with bleed (see bleed specifications below), you should export your file utilizing the document bleed settings, rather than manually adding it to the final file size.



Bleed

- 1/8" (0.125")

Whenever your artwork flows off the edge of the page, you need to add a 1/8" bleed. This covers any natural paper movement on press or in the trimming process and prevents cut-offs that can leave you with unintended white borders.



Fonts

- Outline all fonts

Aa Bb Cc Dd

Outlining fonts is a step that is commonly overlooked. Make sure to outline your text to prevent any text re-flow or font substitution.

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Recommended File Formats

- Flattened PDF (PDF/X-4 profile), Adobe Illustrator



Properly prepared PDFs maintain your color profile and are classified as "press-ready." We also accept InDesign*, Illustrator, Word, and Publisher files, but additional costs may apply. Please be sure to check your proof carefully when submitting native files, as unintended changes can occur.

Raster files such as JPEGs and PNGs exported from programs like Adobe Photoshop and Canva that are not saved as PDFs are accepted but must be an appropriately high resolution. See the Resolution section on page 1.

- * Be sure to include fonts as well as all linked files with the Package function, and save as an .indl file.

Files that are prepared correctly will produce more accurate color, eliminate missing fonts or images, and decrease your production time. Overall, proper file preparation allows you to create quality and consistent product at a reasonable price.

Methods of Submission

- Email - Files up to 15MB
- Website - www.defranceprinting.com under Customer Service, Place New Order
- If this job has been produced previously please mail a physical sample or at minimum send in pictures so we can compare.

