

By meeting these guidelines, there is a greater opportunity to reduce the overall cost of your job, by reducing the amount of time that we spend in preparing your files. This will also increase the efficiency in which your job moves through our shop. **These requirements are fairly straight-forward and if you take them into consideration prior to starting your job, they will make your life (and ours) easier. :)**

## Acceptable File Formats

Our design department uses the Adobe Creative Suite, and InDesign is the primary layout program.

We will accept print-ready files in any of the following formats:

.pdf, .indd (packaged), .qxd (collected), .ai, .eps, .psd\*, .tif, .jpg, .png, .ps

*\*While we do accept print-quality .psd files, please realize that this is a pixel-based program and we do not encourage you to use it as a page layout program. Fonts won't be as crisp as they would be in a true layout program, (InDesign for example) or an application such as Illustrator, which is vector based.*

**Please note** that if you have an artwork file in any other format, we encourage you to create a PDF file, using our pdf guidelines.

## Submitting PDF files

Make sure the PDF is high resolution. If you supply us with a low resolution PDF the output results may be less than desirable. See PDF Guidelines for more details.

## Submitting "Native" files

• Layout programs such as InDesign, Illustrator, Quark, etc.

When you send native files to us, you will need to supply all of the elements that go with that job. Items such as fonts, images and any artwork that may have been placed or used on your pages. If you are using InDesign, Illustrator or Quark this process has been simplified by the manufacturer, all other programs will require that you collect these elements manually.

## InDesign / Illustrator Tips [Packaging]

In both InDesign and Illustrator, under the File Menu, you will find the selection "Package..." select this option. Name a new folder to save all of the elements together. When you come to a series of check boxes, be sure these 5 boxes are checked: copy fonts, copy linked images/graphics, update graphic links in package, include IDML and include PDF (InDesign only). Then hit the Package or Save button. Compress (ZIP) the complete packaged file and send it to us, via email or ftp. Please feel free to inquire if further instructions are necessary.

## QuarkXpress Tips [Collect for Output]

If you're still a Quark user, check to make sure all of your links are "ok" and then proceed to the "Collect for Output" located under the File Menu. Create a new folder including all the fonts, linked images, embedded images, and layout. Compress (ZIP) the complete collected file and send it to us, via email or ftp. Please feel free to inquire if further instructions are necessary.

## Basic TIPS for print jobs

- All colors and images should be CMYK. Pantone (PMS C) colors should be specified as such and not be altered.
- Images should be no less than 300 dpi and placed in the document as close to 100% as possible.
- If the design calls for images or colors to bleed off the edge of the sheet, those images and colors must extend the trim size by 1/8" (.125) - off all sides that bleed.
- The document size should be the same as the trim size of the final piece.

**Call with questions!** p: 616.957.2120 | [KentCommunications.com](http://KentCommunications.com)

## PDF Guidelines

**DO** Create documents at 100% of desired printed piece size, allowing for bleeds if necessary

**DO NOT** Forget your bleeds. Images and colors must extend the trim size by 1/8" (.125)

### FONTS

**DO** Embed all fonts (including system fonts) when creating PDF files

**DO NOT** Apply artificial type styles to fonts such as pseudo bold, italic, outline, etc.

### COLOR

**DO** Use CMYK color when creating your pdf file, when the piece is to print full color

**DO** Use Pantone Coated (PMS C) when creating your SPOT color documents

**DO NOT** Use 4-color black

### IMAGES

**DO** Use halftone or photo-quality images at a minimum of 300 DPI @ 100% size

**DO NOT** Use 72 DPI internet/web images, they don't print well...at all!

### IMPOSITION

**DO** Supply your pdf file 1 up, at actual size, including bleeds and crop marks

**DO NOT** Impose your own files (put more than one up on a sheet) We will impose the files to best meet the needs of the printer and the most efficient use of paper size