

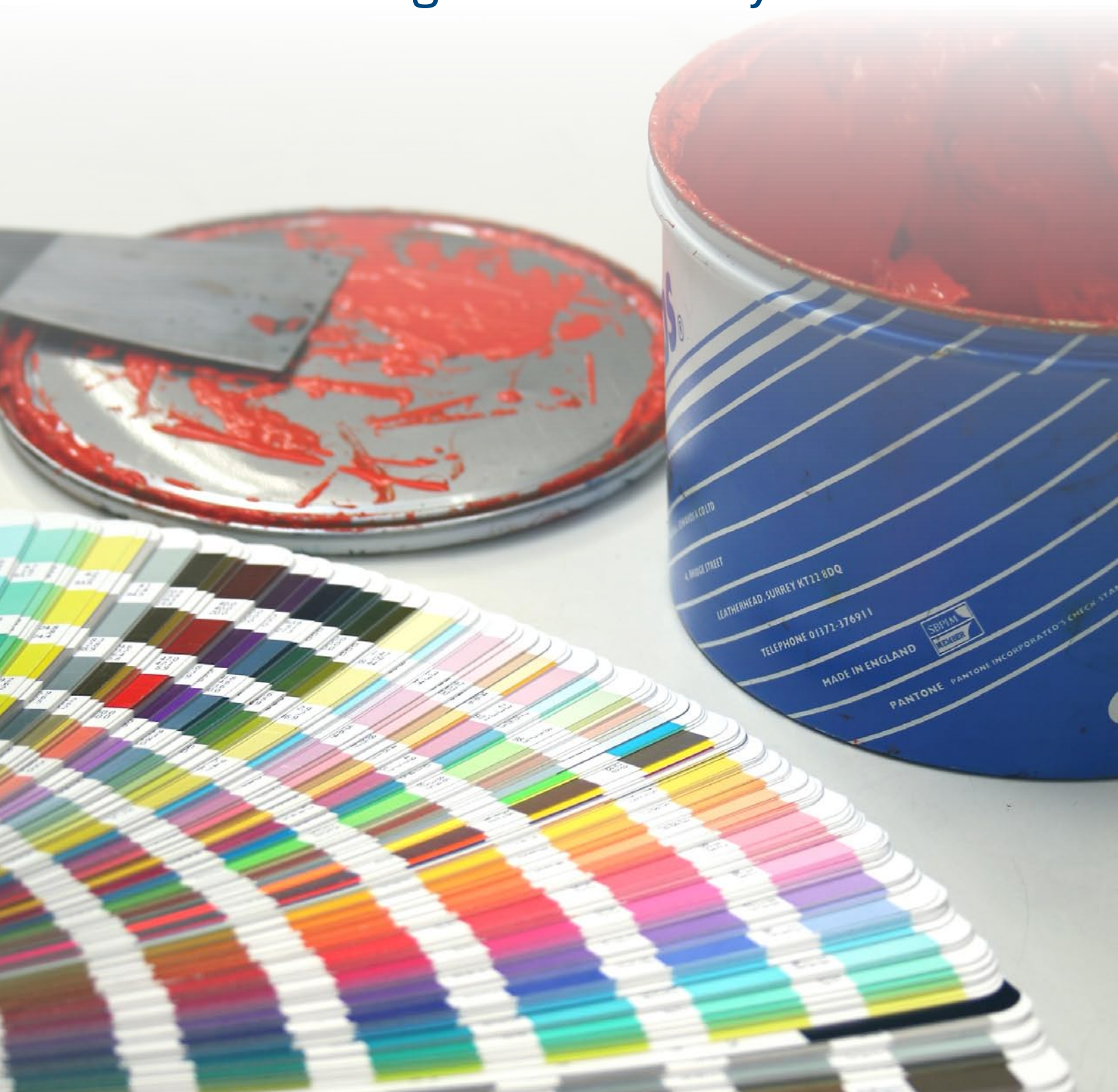


# KOPYTEK<sub>INC.</sub>

PRINT. MAIL. FULFILL.

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## Creating Print-Ready Files



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# General Design Information

The following are helpful hints and terms.

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## What is an Adobe PDF?

Portable Document Format (PDF) is the standard for the secure and reliable distribution and exchange of electronic documents. PDF is a universal file format that preserves the fonts, images, graphics, and layout of any source document, regardless of the application and platform used to create it. Adobe PDF files are compact and complete, and can be shared, viewed, and printed by anyone with free Adobe Reader software. You can convert any document to Adobe PDF using Adobe Acrobat software products, enabling business, engineering, and creative professionals to create, distribute, and exchange secure and reliable Adobe PDF documents.

## What types of images will work for print?

If you are scanning the images yourself from photographs it is best to save them in EPS format. This image format will preserve the color and sharpness of your pictures the best.

You should scan your images using a resolution of 300dpi at the final dimensions you intend to use them. This will help your colors look smooth and hard objects will look sharp. In other words, don't scan at 300dpi and then enlarge the picture by 200% in your layout program! Resolution is another reason why you should not use images that are lifted from websites; they are probably only 72dpi in resolution and will look very blurry if printed on a printing press.

File formats like GIF or JPEG compress the picture's color and pixel resolution and this can cause color shifts and blurriness. Since JPEG and GIF are the most predominant image formats on the web, it follows that it's not a good idea to simply "lift" an image from someone's website and use it in your layout. Not to mention this is illegal by copyright laws.

## Will my printed piece look exactly like it does on my computer monitor?

There are some differences. Scanners and digital cameras create images using combinations of just three colors: Red, Green and Blue (called "RGB"). These are the colors that computers use to display images on your screen. But printing presses print full color pictures using a different set of colors: Cyan, Magenta, Yellow, and Black (called "CMYK"). So at some stage your RGB file must be translated to CMYK in order to print it on a printing press. This is easily done using an image editing program like Photoshop. We cannot be responsible for sub-par results if you furnish low-res images or RGB images. It is also important to remember that all monitors show colors differently depending on the monitors quality and calibration, so what you see isn't exactly the colors that will print.

Be aware that it is possible to make colors in RGB that you can't make with CMYK. They are said to be "out of the CMYK color gamut". It's best to select any colors you use for fonts or other design elements in your layout using CMYK definitions instead of RGB.

## What are Spot Colors?

A spot color is a specially mixed ink that is applied on the printing press, as opposed to a mix of the four inks which make up process printing. Spot colors can be produced in a much more vibrant range of colors, and can have special characteristics which aren't available in process inks, such as day-glow or metallic ink. The most common spot colors are from PMS colors. PMS is the acronym for Pantone Matching System and was developed by the Pantone Company for color identification. Each PMS color has a unique number and formula for ink mixing.

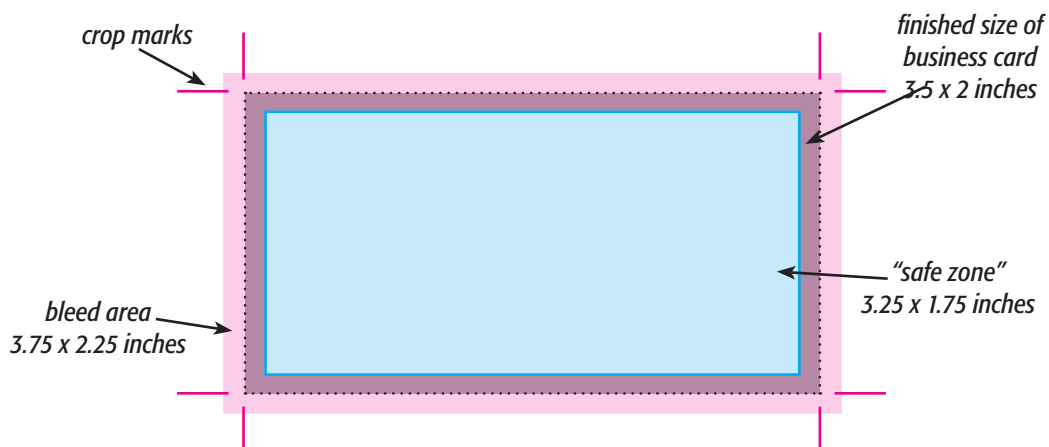
## What is a Bleed?

"Bleed" area is the extra (usually 1/8 inch) of color beyond the finished size of your printed piece. It allows us to print your piece oversized and cut it down to size, thereby giving the appearance that the printing "bleeds" off the edge of the page, rather than having white borders. Because cutting may vary ever so slightly, it is a good idea to make sure all of your valuable information (ie. text) is within the "safe design zone" (at least 1/8" inside the finished size).

For example, a standard business card measures 3.5 x 2 inches. When creating your design file, create the page size equal to the printed size of your piece (3.5 x 2). Extend any color that you want to bleed off the page at least .125 inches past your page size. **Make sure to save the file as a .PDF with crops and bleeds.**

## What is a Crop Mark?

Crop marks are marks placed at the corners of a page to indicate where the page is to be trimmed.

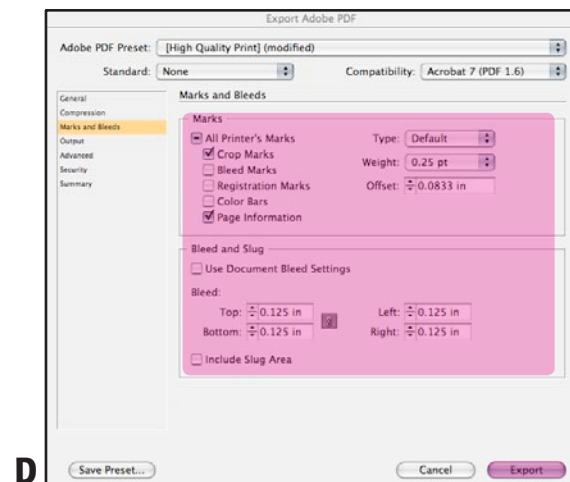
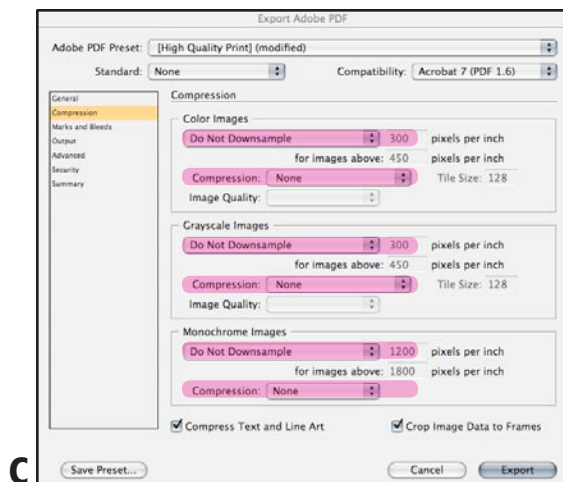
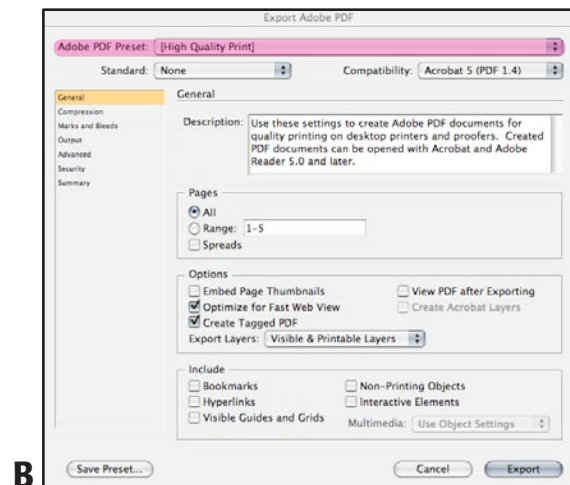
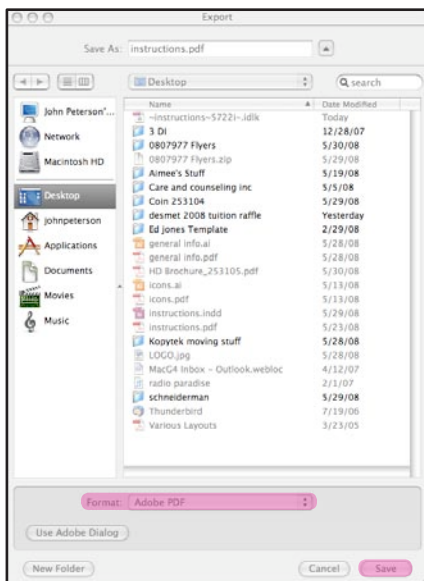


# To Save a Print-Ready PDF

High resolution PDF with crops and bleeds

## In InDesign

1. File→Export. Set format to Adobe PDF. Click Save (img. A).
2. Start with the High Quality Print Adobe PDF Preset. Make sure your settings match the screen shots that follow (img. B-D). The last 4 tabs (not shown) can be left with default settings.
3. Click Export (img. D) .

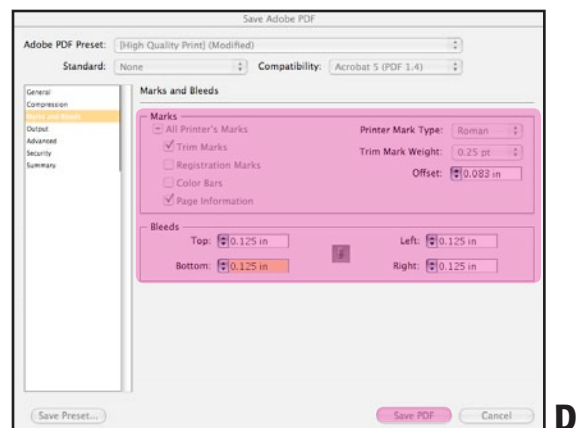
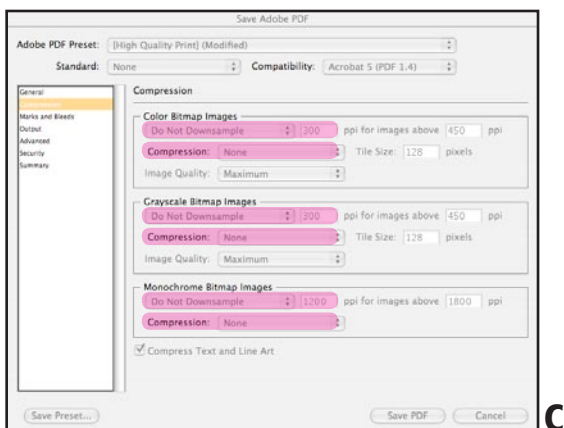
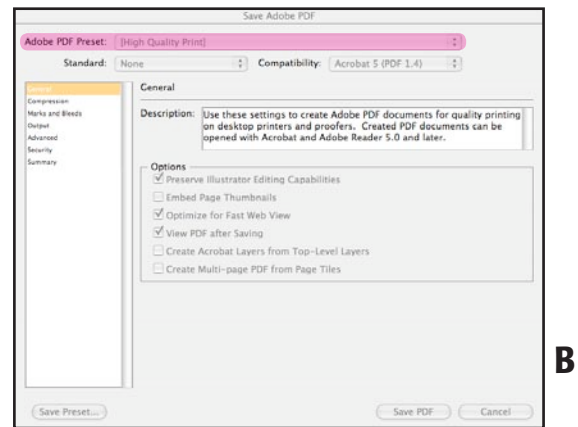
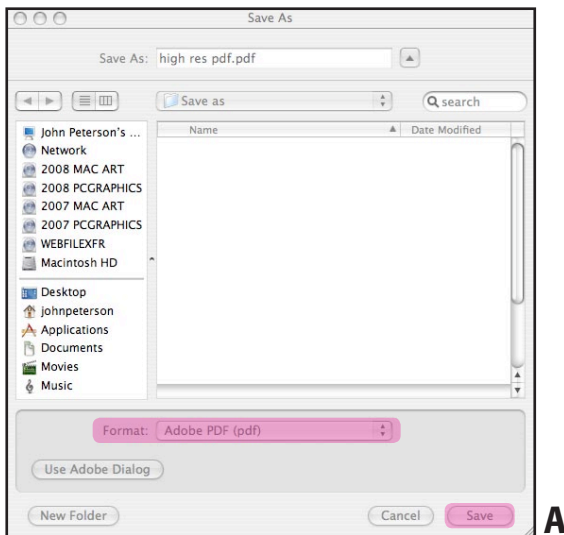


# To Save a Print-Ready PDF

High resolution PDF with crops and bleeds

## In Illustrator

1. First, convert all text to outlines.  
Select→All  
Type→create outlines
2. File→Save as. Set format to Adobe PDF. Click Save (img. A).
3. Start with the High Quality Print Adobe PDF Preset. Make sure your settings match the screen shots that follow (img. B-D). The last 4 tabs (not shown) can be left with default settings.
4. Click Save PDF (img. D).

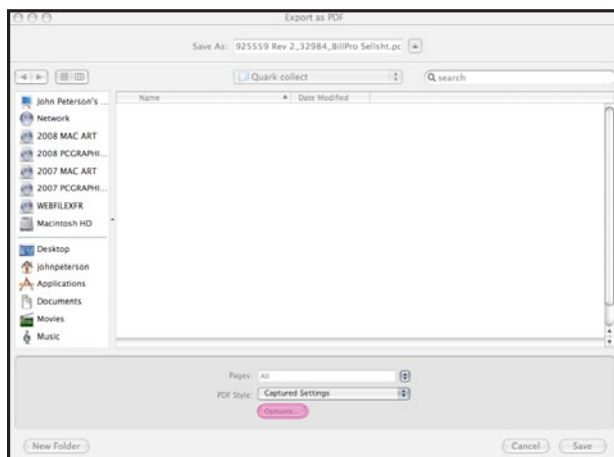


# To Save a Print-Ready PDF

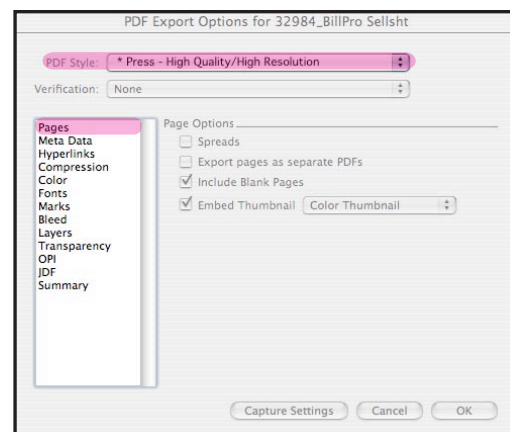
High resolution PDF with crops and bleeds

## In Quark XPress

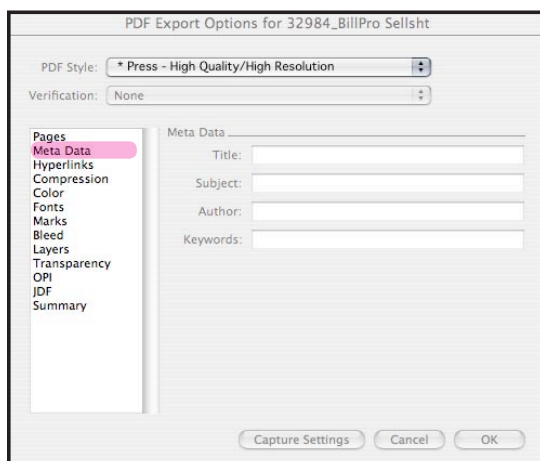
1. File→Export→Layout as PDF.
2. Click on the options tab in the Export dialog box (img. A).
3. Start with PDF style Press-High Quality/ High Resolution. Make sure your settings match the screen shots that follow (img. B-I). The last 5 tabs (not shown) can be left with default settings. Click OK.  
*Note: If you are using spot colors, set the color to Composite As Is.*
4. Click Save.



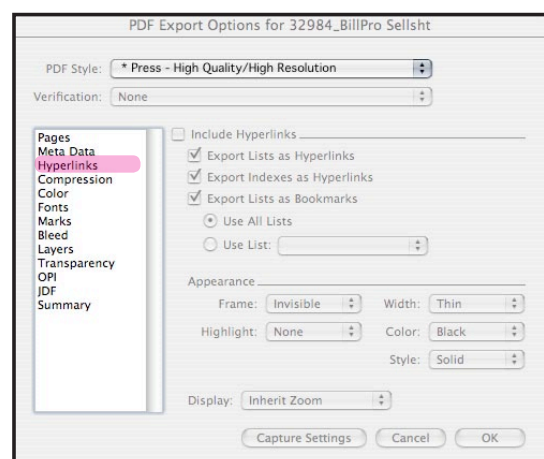
A



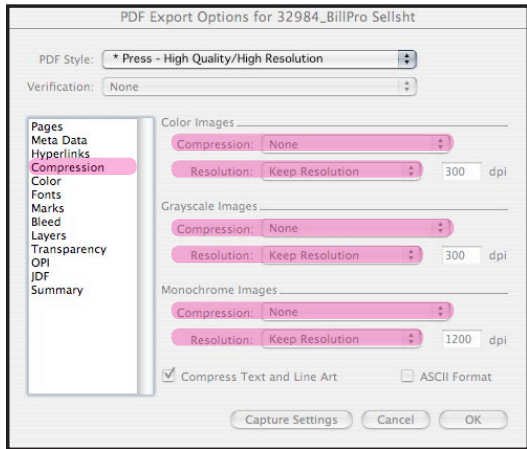
B



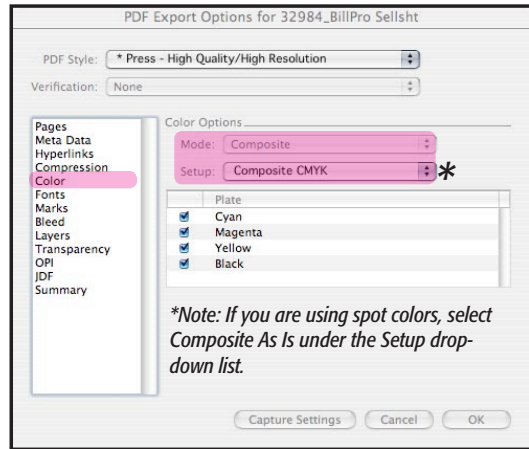
C



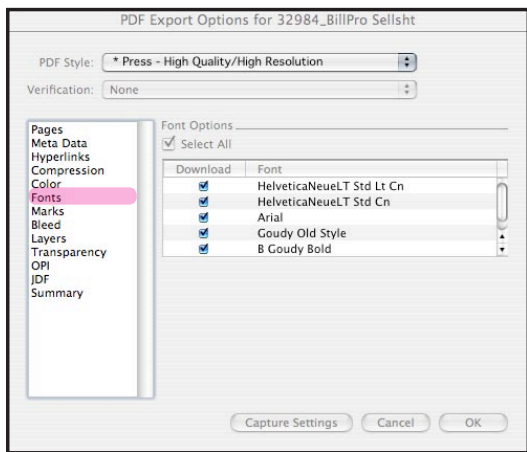
D



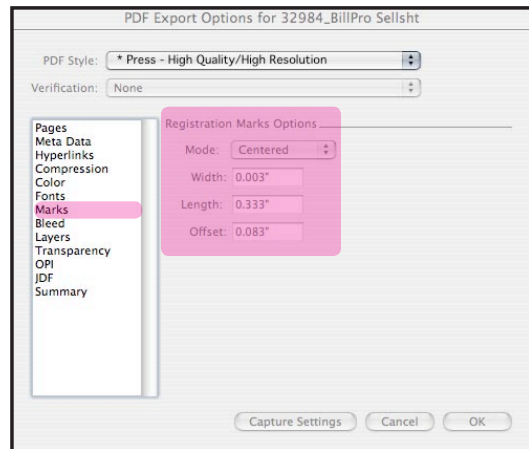
E



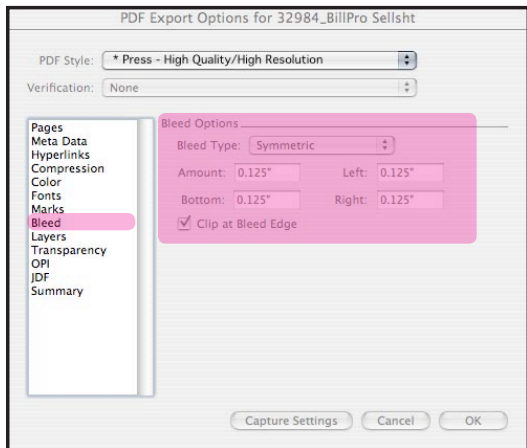
F



G



H



I

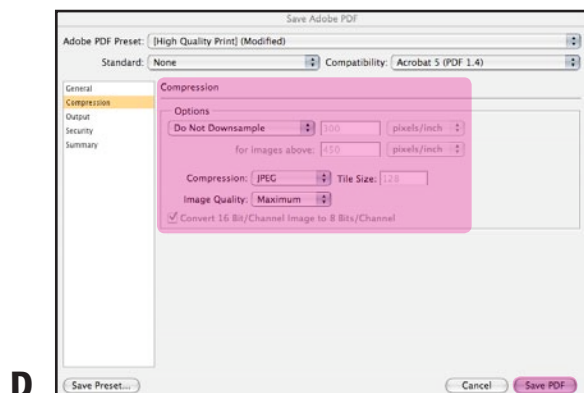
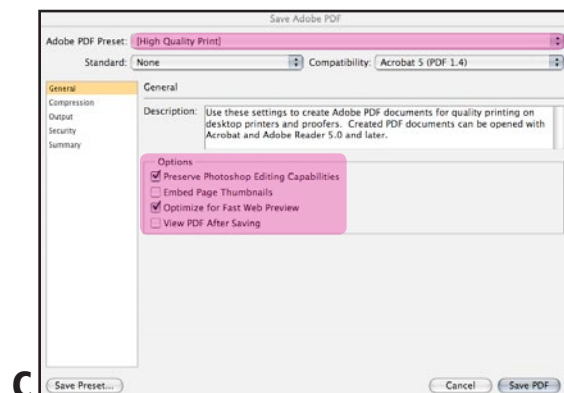
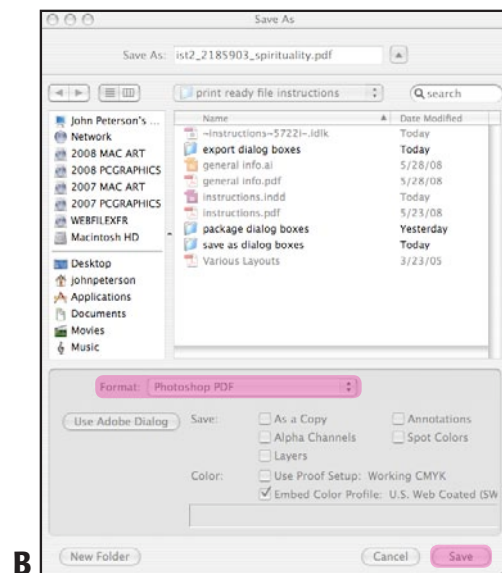
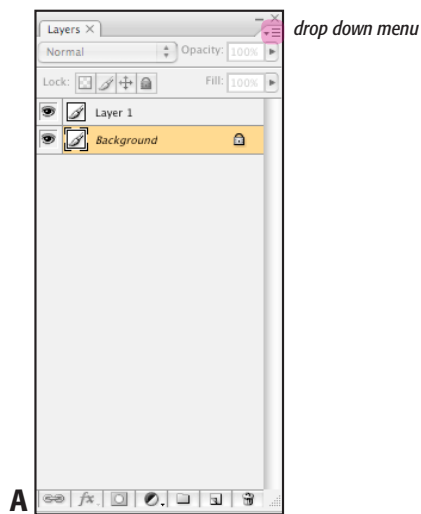
# To Save a Print-Ready PDF

High resolution PDF with bleeds

## In Photoshop

\*Remember to create your page size at least .125" larger in all directions than your finished piece.\*

1. Make sure your file is in CMYK mode.  
Image→Mode→CMYK color
2. Flatten your design. In the layers palette drop down menu, click Flatten Image (img. A).
3. File→Save as. Set format to Photoshop PDF. Click Save (img. B).
3. Start with the High Quality Print Adobe PDF Preset. Make sure your settings match the screen shots that follow (img. C-D). The last 3 tabs (not shown) can be left with default settings.
4. Click Save PDF (img. D)



## To Save a Print-Ready PDF

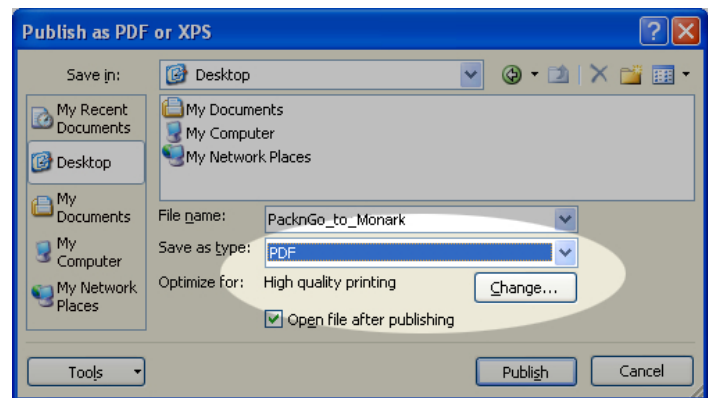
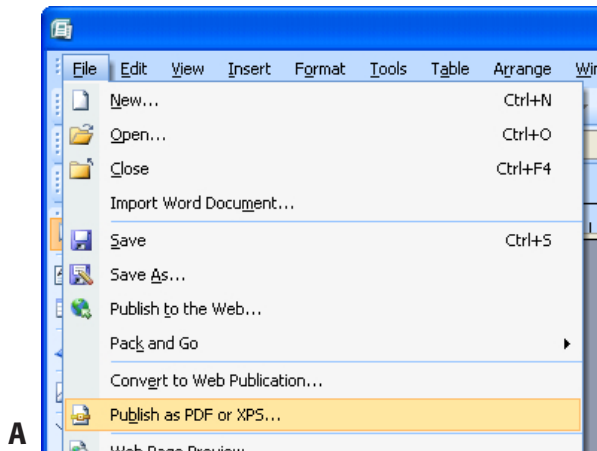
High resolution PDF with bleeds

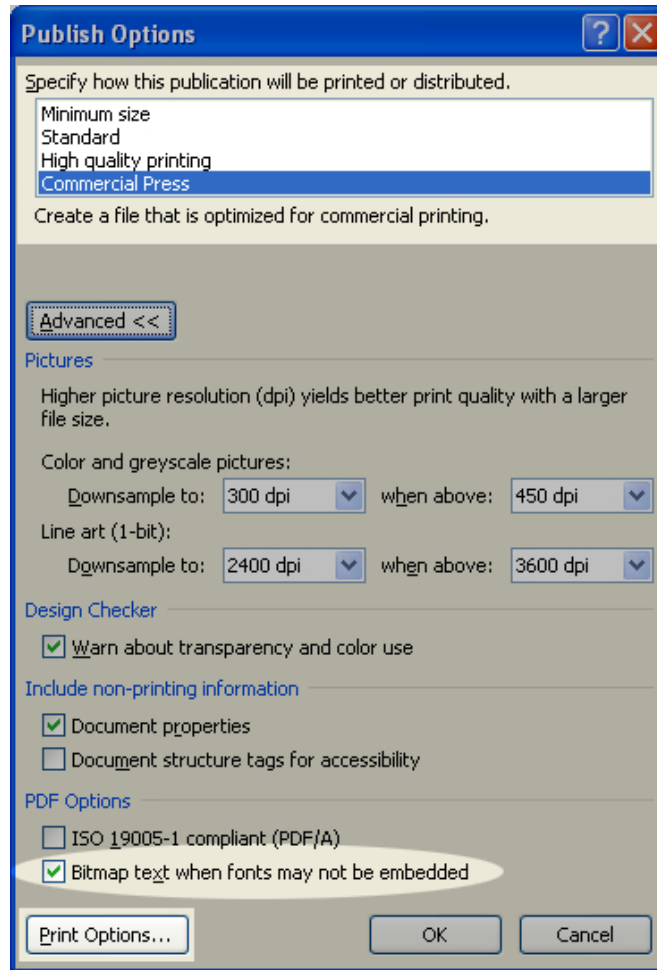
### In Microsoft Publisher 2007

To save or export a Microsoft Publisher file to PDF, you must first install the Save as PDF or XPS add-in for the 2007 Microsoft Office system. To do this Go to the Microsoft Save as PDF Add-in for 2007 and follow the instructions on that page.

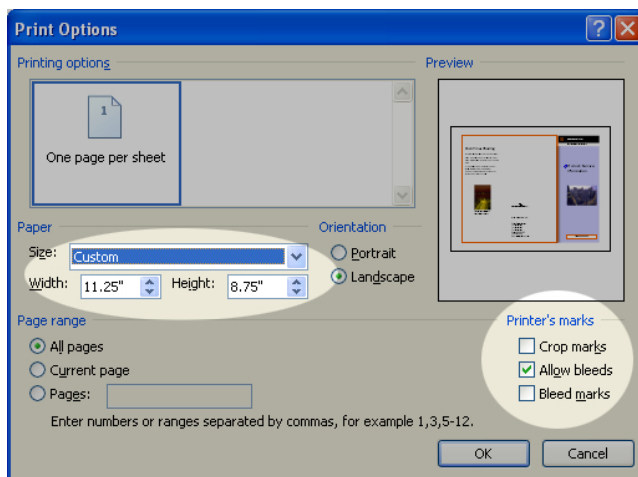
1. Under the file menu select Publish as PDF or XPS (img. A).
2. Change the Save as type: to PDF and then click Change (img. B)
3. Select the Commercial Press option.  
*Notice at the bottom of this window, "Bitmap text when fonts may not be embedded." This is used to keep copyrights safe. Some font manufacturers will not allow a font to be transported to another machine. After you have made your PDF please open it up and look at it magnified to at least 300% size. If the type is jagged or chunky it will print this way when sent to us. If this is unacceptable please change the font to another style that is not protected.*  
Next, Click Print Options (img. C)
4. Add 1/4" to whatever page size you have set-up your project at and select Allow Bleeds.  
Click OK (img. D).
5. Click OK until you are back to Publish as PDF or XPS and then click Publish. If you are presented with an error then correct them before proceeding. When the file is ready you should have window that looks like this. If you do not, follow the links and the Wizards will help you through them. Then Click Publish to continue. (img. E)

*NOTE: One of the errors may be about the colors in RGB; change them to CMYK.*

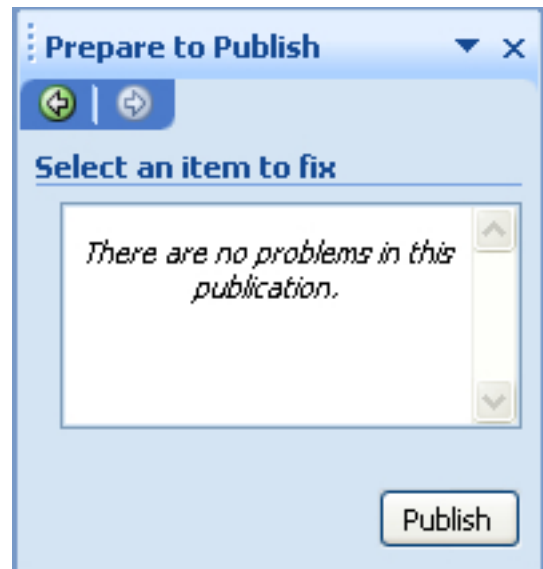




C



D

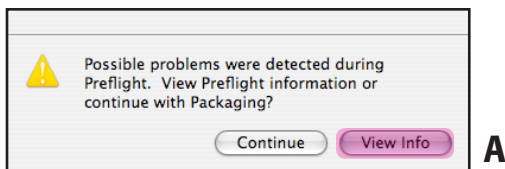


E

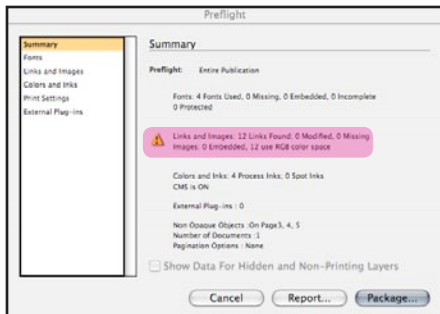
# To Package an InDesign Document

Packaging your InDesign documents ensures the printer has all elements needed to work with your native file.

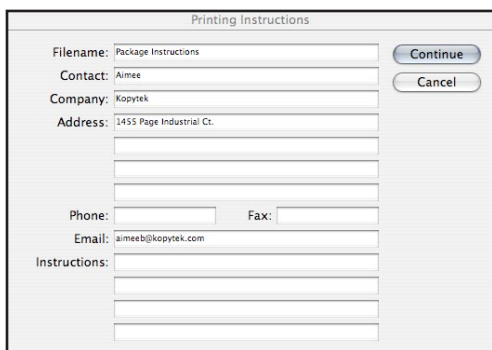
1. File→Package  
\*If an error message appears (img. A), click view info and correct any preflight problems before packaging (img. B).
2. Fill in any printing instructions (optional). Click Continue (img. C).
3. Make sure the Create Package dialog box matches screen shot below (img. D). Click Save.
4. A new folder has now been created with the native file, links and fonts included (img. E).



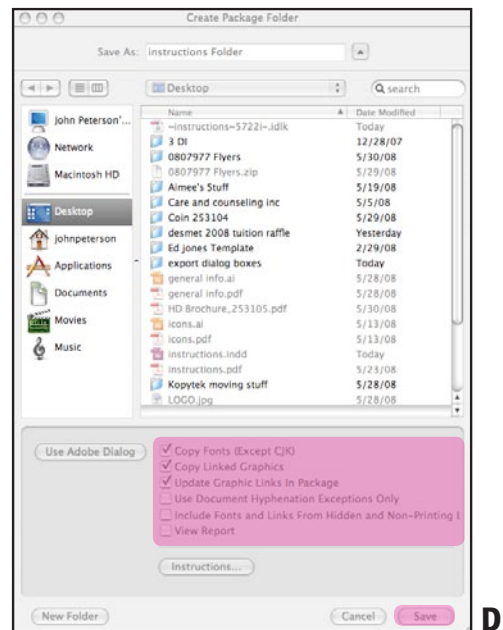
A



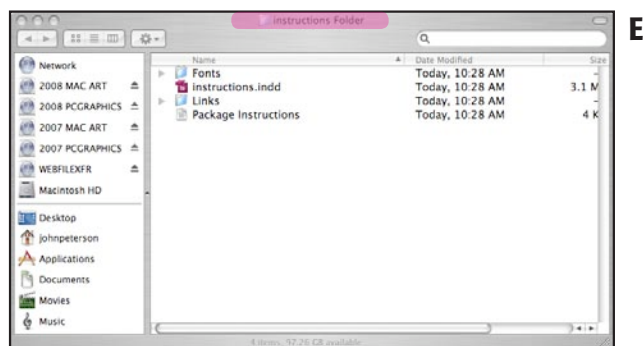
B



C



D



E

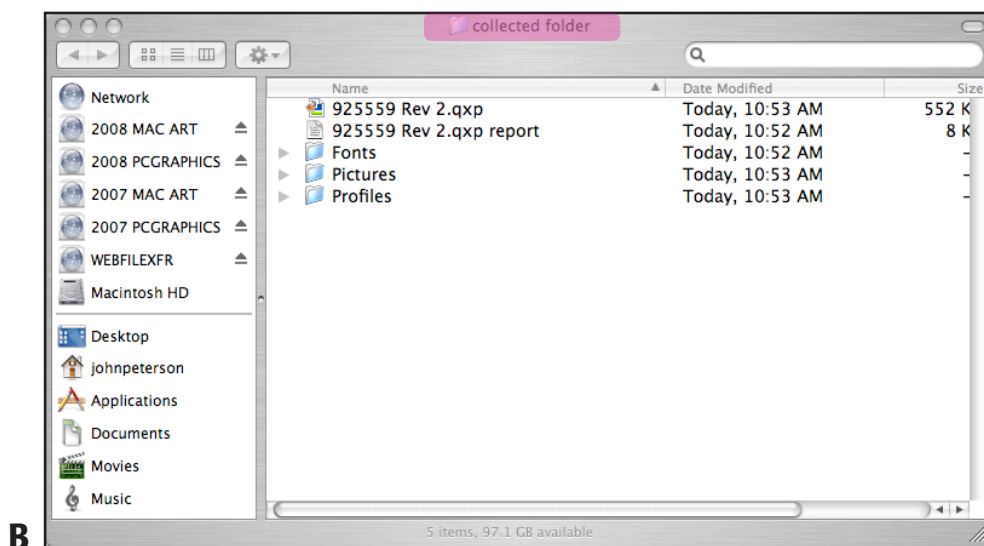
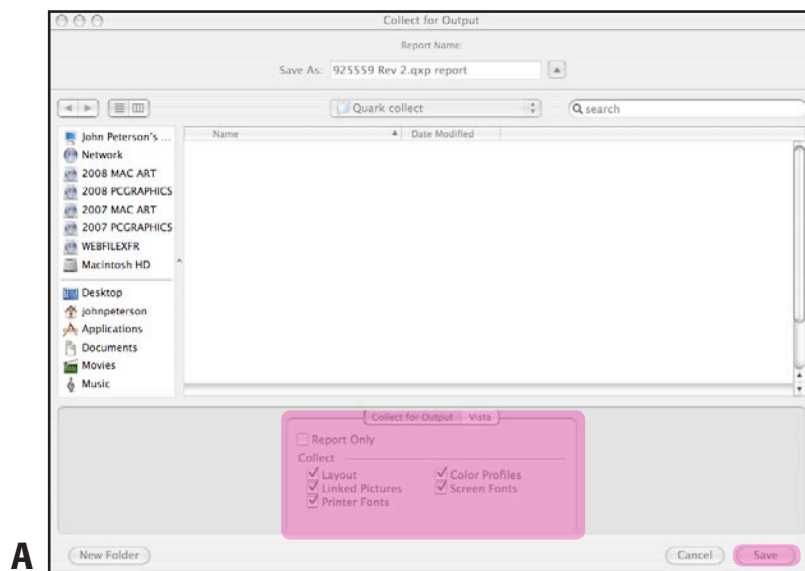
## To Collect for Output in Quark XPress

Collecting for output ensures the printer has all elements needed to work with your native file.

Before you collect for output, create a folder where you will save the quark files. \*Quark does not do this for you like Indesign does.\*

1. File→Collect for Output.
2. Set your output dialog box to match img. A below. Click save.

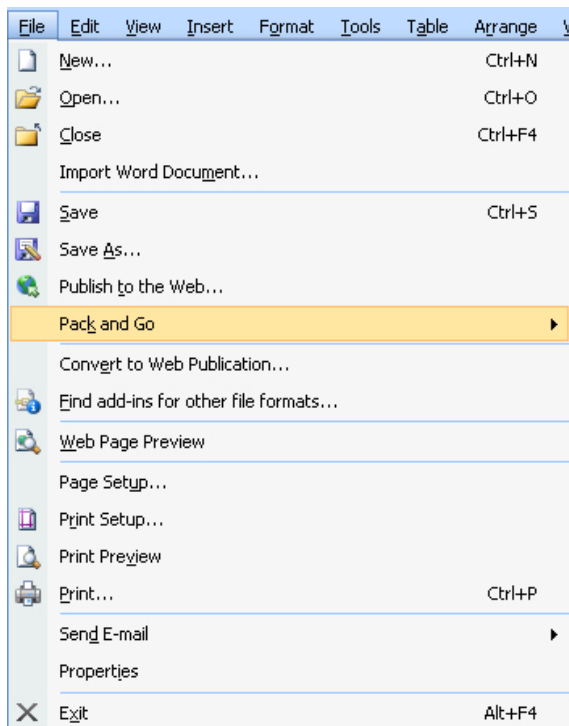
Your collected folder should look similar to img. B below.



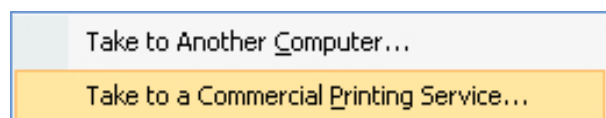
## To Package a Publisher Document

Packaging your Publisher documents ensures the printer has all elements needed to work with your native file.

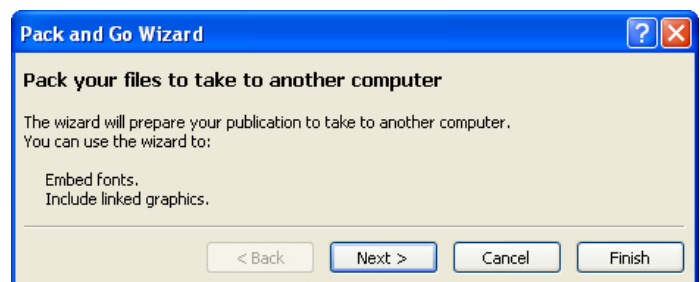
1. Under the File menu select Pack and Go (img. A-1).
2. A pop out menu will appear with two options, select Take to a Commercial Printing Service..(img. A-2).
3. After select Commercial Printing the Wizard window displays, click Next (img B).
4. Select where you want the file to be copied. Click Next (img. C).
5. Select all three options: Embed TrueType fonts, Include linked graphics and Create links for embedded graphics. Click Next. (img. D).
6. A confirmation window will appear, review this. If it is not correct please click the back button and fix the errors. When okay click Finish.
7. After a few moments the completion window appears. When finished click OK (img E).



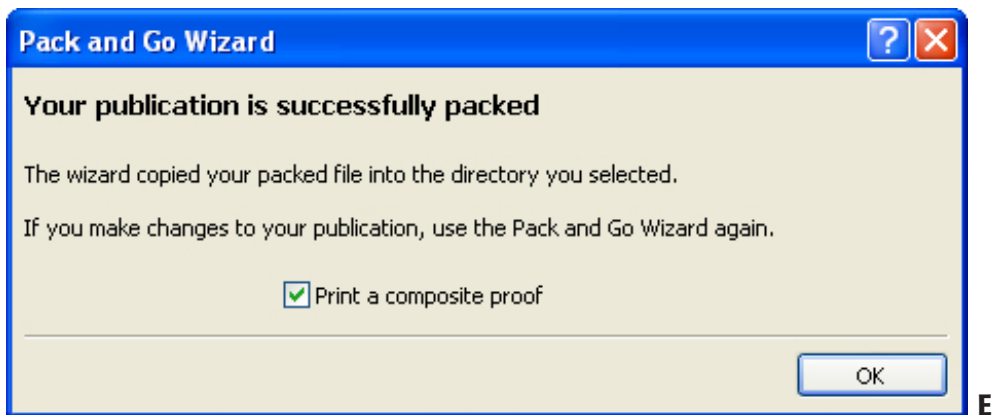
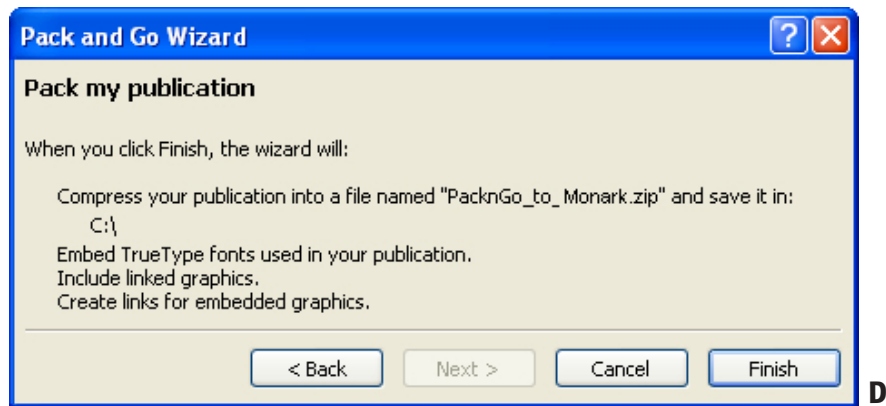
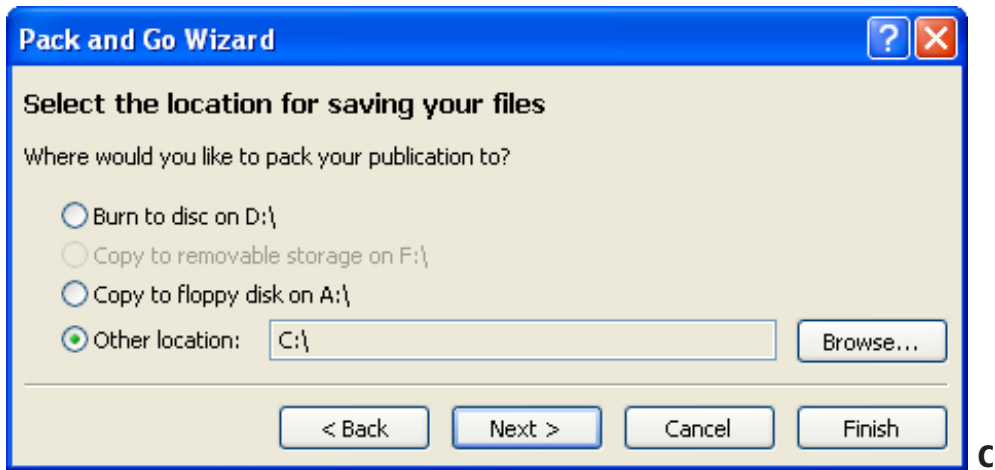
A-1



A-2



B

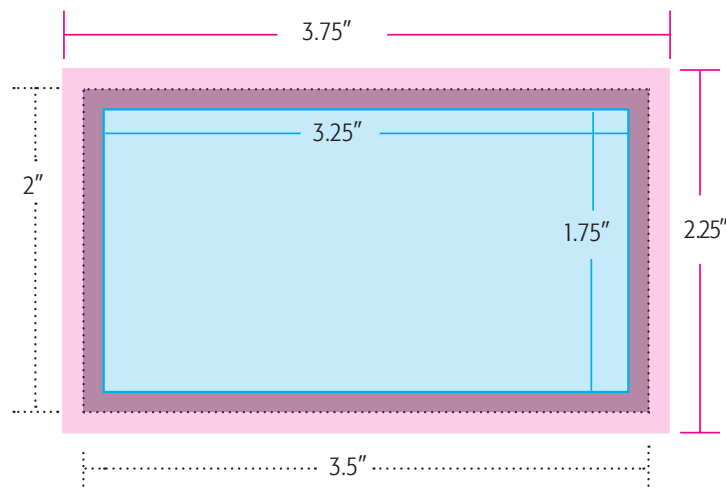


# Common Layouts

Please follow these specifications for designing common layouts.

## Standard Business Card

- You must submit a PDF. If it is not a PDF, it will not be accepted as a press-ready file. For more information refer to our PDF specifications. Double-sided business cards need to be a two-page PDF or two separate PDF documents clearly labeled in a manner that groups them together.
- Your PDF document should be a little larger than 3.75" x 2.25". This is the size of the document including bleed and crop marks. For example, an 8.5" x 11" PDF document for a 3.75" x 2.25" card would not meet specifications. Safe image area is 3.25" x 1.75". Nothing (except items that bleed) should be closer than .125 from the edge of the finished size (3.5" x 2").



Card with guides



Finished card

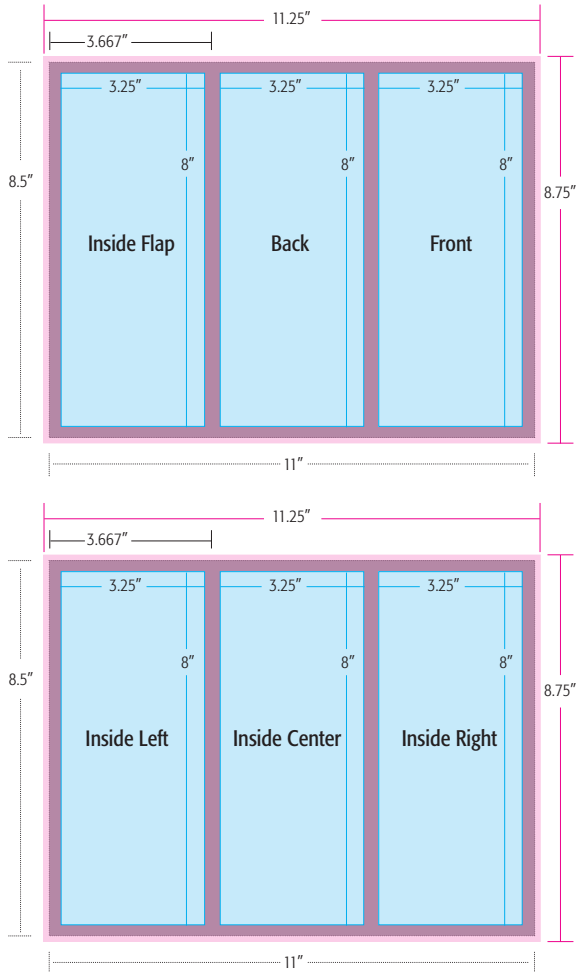


# Common Layouts

Please follow these specifications for designing common layouts.

## Tri-Panel Brochure

- You must submit a PDF. If it is not a PDF, it will not be accepted as a press-ready file. For more information refer to our PDF specifications. Double-sided brochures need to be a two-page PDF or two separate PDF documents clearly labeled in a manner that groups them together.
- Your PDF document should be a little larger than 11.25" x 8.75". This is the size of the document (11" x 8.5") plus bleed and crop marks.
- No text should be closer than .25" from the edge of the document.
- A minimum of .125" should be left on both sides of the folds.



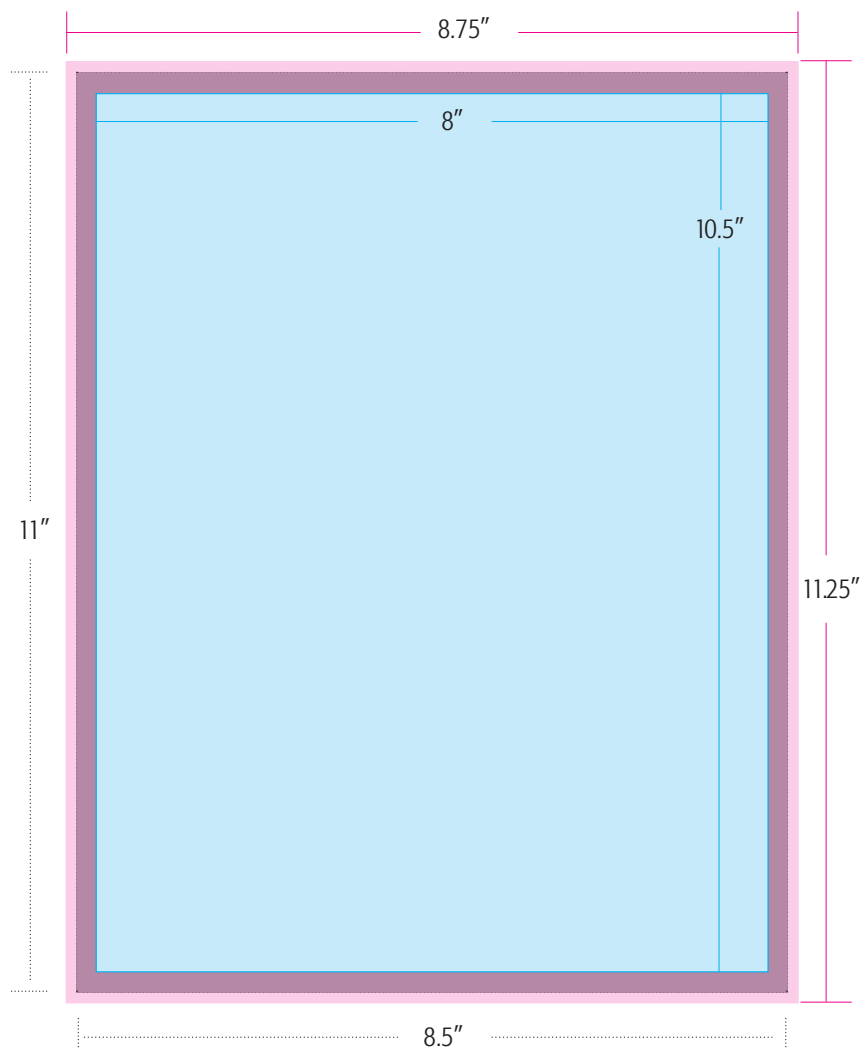
## Common Layouts

Please follow these specifications for designing common layouts.

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### 8.5" x 11" Flyer

- You must submit a PDF. If it is not a PDF, it will not be accepted as a press-ready file. For more information refer to our PDF specifications. Double-sided flyers need to be a two-page PDF or two separate PDF documents clearly labeled in a manner that groups them together.
  - Your PDF document should be a little larger than 11.25" x 8.75". This is the size of the document (11" x 8.5") plus bleed and crop marks.
  - No text should be closer than .25" from the edge of the document.
- 



# Common Layouts

Please follow these specifications for designing common layouts.

## 8.5" x 5.5" Postcard

- You must submit a PDF. If it is not a PDF, it will not be accepted as a press-ready file. For more information refer to our PDF specifications. Double-sided postcards need to be a two-page PDF or two separate PDF documents clearly labeled in a manner that groups them together.
- Your PDF document should be a little larger than 8.75" x 5.75". This is the size of the document (8.5" x 5.5") plus bleed and crop marks.
- No text should be closer than .125" from the edge of the document.
- If the finished postcard will be mailed, make sure it complies with current United States postal regulations and has blank area for the address information and barcode (img. B).

\*Example below is for Presort Standard mail.

