



Basic Layout Guidelines

A hard copy should be submitted when ever possible along with files.

Acceptable Files Formats

Adobe Acrobat .pdf

this is the most preferred format (a pdf that is prepared to serve as an email attachment or a web posting is not acceptable for printing). Select "print quality" or "high quality" when converting into a pdf from your design program. Fonts should be embedded in the file, or if there is the option to convert text into curves or outlines (vector art), that is also is a good option to ensure that the font/fonts will not change in the conversion process. Use a common legible font, if using a newer or unusual font, include the font with the file. If you cannot it should be turned in to curves or outlines as mentioned above.

We can also accept **Word, Publisher, Indesign** (CS3 or earlier), **Adobe Illustrator** (CS3 or earlier) or **CorelDraw** files, but due to different versions these files are not as stable as a pdf file. Use Publisher Pack and Go and choose option - Take to a Commercial Printing Service. Use this setting if you can not convert it into a pdf or you may send both files, the pdf and the Pack and Go folder

Layout Information

All files should be black, CMYK (full color process), or a PMS spot color (Pantone Matching System). RGB is for Monitors, TV, Video, etc., not for printing on paper purposes.

Page sizes and margins need to be consistent throughout.

Page numbers should be centered at the bottom of each page.

Margins:

Minimum Left and Right Margins should be 1/4" - 3/8", but 1/2" is generally more pleasing to the eye. Minimum Top and Bottom Margins should be 1/4" for digital, or 3/8" is necessary for offset printing. The margins should be consistent throughout you project as a general rule. Margins need to be adhered to strictly or data will be lost and enough space needs to be allowed for trimming, stapling, or any other bindery work that your job may need.

Graphics: or pictures, keep them within the margins.

Pictures should be at least 300 dpi resolution for best quality printing (72 dpi or pictures pulled from the web are too low of a resolution for good print quality).

Bleeds: If artwork is to bleed off the edge of the page, the cover should be laid out separately from the rest of the booklet. The page size needs to include a minimum of 1/8" larger on all sides, This will insure that the artwork will extend beyond the trim. If the cover artwork is to wrap around to the back cover, then this is best accomplished by laying the entire cover out, front and back, as one page plus the 1/8".

Example: If, as above the booklet 5.5 x 8.5, the cover needs to be laid out plus 1/8" all around, which would be 5.75 x 8.75. If the artwork wraps around to the back cover then the lay out size would be 11 x 8.5 plus the 1/8" all around totaling 11.25 x 8.75. This cover will be trimmed to the 11 x 8.5 size when it is printed.

If a hole is desired for a job, example a calendar, there needs to be a minimum of 3/4" from top and bottom. This will only allow for a 1/4" margin above the hole. Allowing a full inch or more is preferred.

Stitching or Plastic Comb Binding: required minimum margins would be 1/2".

If submitting a booklet, please refer to the guidelines for a booklet