



think
patented.

File Guidelines

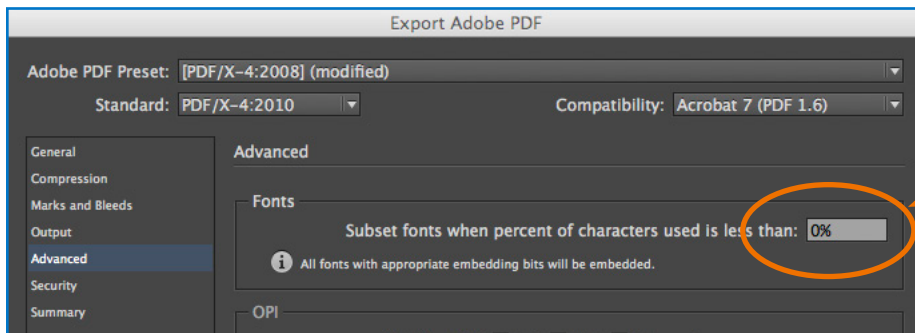
FILE GUIDELINES



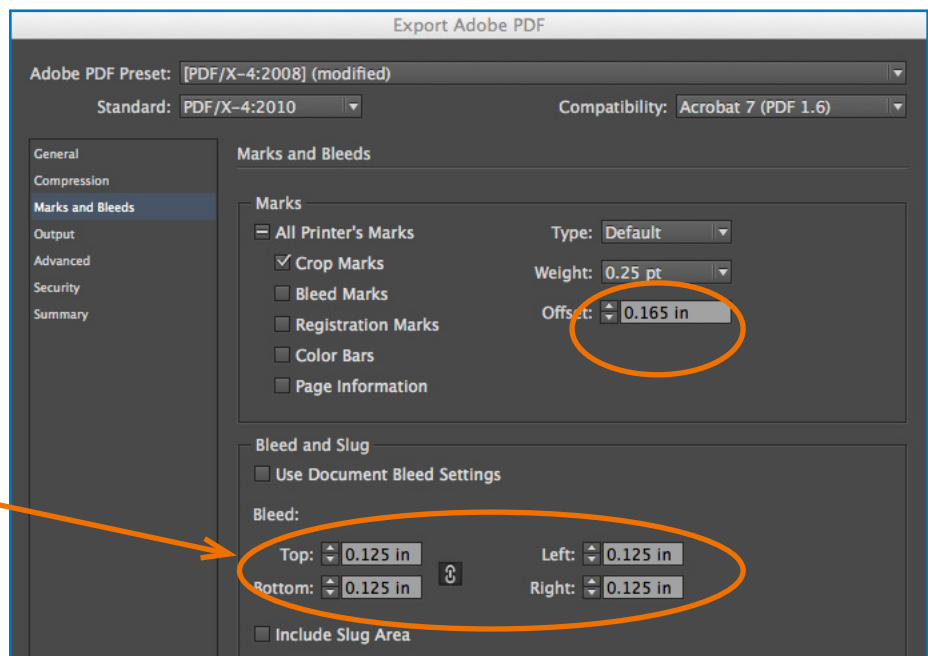
When designing files for print, it is important to understand file requirements and standards to avoid production issues. Follow these guidelines while getting started in the design process to ensure file accuracy.

Recommended Software

Print ready PDF files. Please make sure images are high res, all fonts are embedded and bleed is included if applicable. We use a slightly modified version of Adobe PDF Preset “PDF/X-4:2008”. Change the font setting in the Advanced tab to 0% to embed the fonts. Include .125” bleed on all sides when applicable and offset crop marks .165” when adding them. Think Patented has a Kodak Prinergy Connect/InSite Prepress Portal PDF workflow. If PDFs are not provided we will create PDFs based on these settings.



Embed fonts



Include bleed when applicable

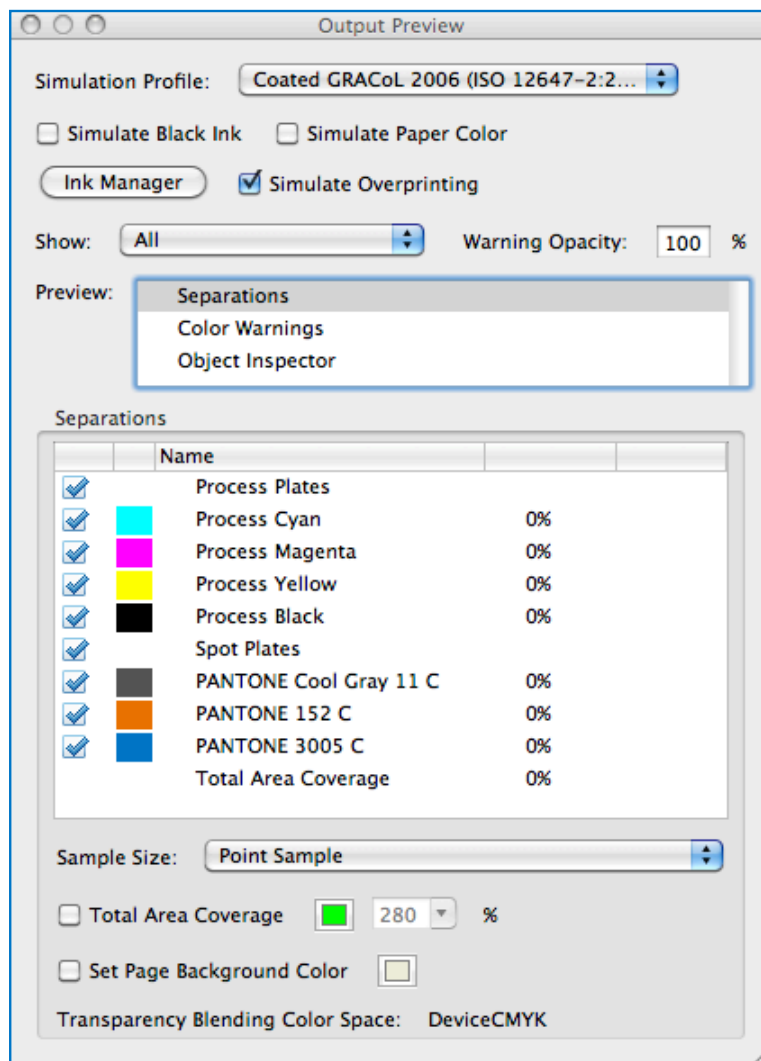


Embedded Fonts

Verification that all fonts are embedded in the PDF file can be done in any Acrobat version. Select File > (Document) Properties > Fonts and make sure the word “Embedded” is next to each font.

Proofing

Viewing color separations in the final PDF is highly recommended. Acrobat Reader does not allow this function. If you have a full version of Acrobat installed please select the Output Preview option from the Print Production sub menu in either the Advanced menu or the View > Tools menu depending on the software version. Use the simulation profile of Coated GRACoL 2006 which is available through Acrobat.



✦ We use the latest G7 Color Settings (GRACoL 2013) for all our applications/work flows. G7 color settings information and downloads can be found at IDEAlliance.org and follow the links for G7 Color Settings. <https://www.idealliance.org/gracol/>



Recommended Software

We also support the latest versions of most popular Mac desktop publishing programs including InDesign, Illustrator, Photoshop. We have limited support for programs such as MS Publisher, MS Word and MS Excel. Using these to create artwork and other non-desktop publishing file types will incur additional processing and may not produce a finished project with acceptable quality standards.

Include

If a native file is being provided, please package your document so all links and fonts are gathered for your project. Your document must have all items up to date and not in a “missing” state when packaging. If the project is submitted with missing items it will cause a delay in production and cannot be processed until all elements are available.

- ✦ Please make sure all fonts and images that are used in linked graphics are also included.

Fonts

Choose the correct type style from the font in your font menu. For example, if you want to use a bold typeface, choose the bold version from the font menu. Do not choose “bold” from the type style menu or palette. If the font does not have an actual bold style available it will not output bold. The type on the screen or on a laser print may look fine, but when processed through a commercial printing work flow, it will not.

- ✦ Adobe Creative Cloud Typekit Fonts - For any **purchased** fonts, create outlines or completely embed font in pdf.

Bleed

Files that have text, images, or colors that run off the trim edge of your final printed piece must be submitted with an extra 1/8” (.125”) bleed beyond trim minimum. Wide Format projects require 1/4” (.25”) minimum.

Image Resolution

(Or “DPI”) is the term used to describe the number of Dots, or pixels, Per Inch used to display an image or file. Higher resolution means that more pixels are used to create the image, resulting in a crisper, cleaner image. An image will print pixelated when it’s resolution is low, or the image is enlarged significantly resulting in loss of quality.

As a general guideline, 300 DPI (effective resolution) at final output size is sufficient for most color/grayscale images. 1200 DPI is recommended for bitmap images.

Wide Format – Resolution: Raster images should be between 72 - 200 DPI, depending on viewing distance.

The greater the viewing distance the lower the DPI needed.

- For prints viewed at 5 feet or less, a resolution of 150-200 DPI is needed.
- For prints viewed greater than 5 feet, a resolution of 100 -150 DPI is needed.
- For prints viewed at an extreme distance, a resolution of 72 DPI is needed.

Document size

The document size needs to match the actual trim/finished size in most cases. Example: Saddle stitched, 16 page magazine, finished size 8.5” x 11”. Project should be submitted as an 8.5” x 11”, 16 page document in readers spreads. Think Patented will take care of the imposition and putting the pages together in signature form for finishing.

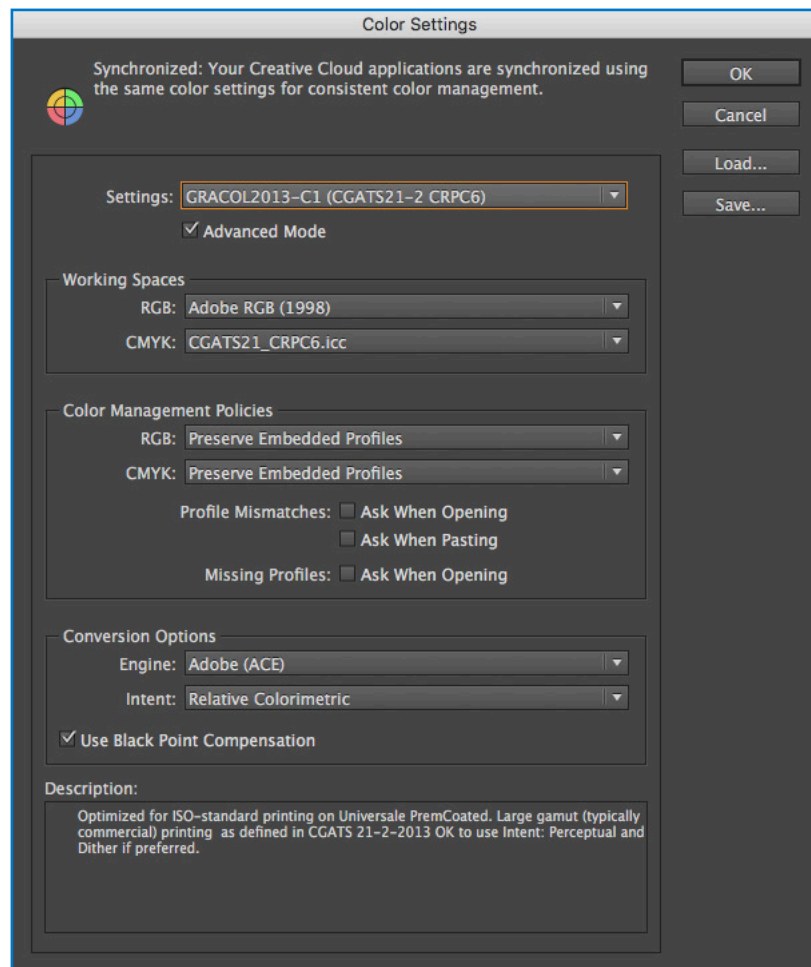


Document Color Mode

Your document should be set to CMYK Color Mode. Any pictures or files that are submitted in RGB color mode must be converted to CMYK prior to printing. We will preserve embedded profiles when converting to GRACoL2013. RGB (Red, Green, Blue) is intended for screen-viewing. There are RGB color combinations (particularly very bright colors) that cannot be reproduced using CMYK process.

Color Settings

We use the latest G7 Color Settings for all our applications/work flows. See our Color Settings below. G7 color settings information and downloads can be found at IDEAlliance.org and follow the links for G7 Color Settings. <https://www.idealliance.org/gracol/>



Color Correcting/Image Re-touching

Photoshop RGB files that are provided will be converted to our CMYK working space – GRACoL2013. We do preserve embedded profiles. We can provide G7 verified contract proofing for initial color consultation to help determine color needs and expectations.



PANTONE/Spot Colors

All PANTONE colors should be built using the latest PANTONE+ color libraries exported into your applications from PANTONE Color Manager. To get PANTONE Color Manager (PCM), go to PANTONE.com. Building colors in Adobe programs prior to Creative Suite 6 may produce inaccurate color results.

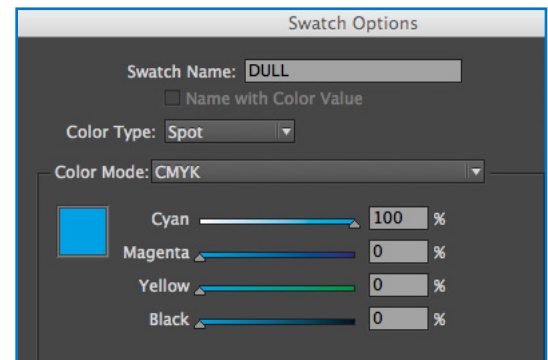
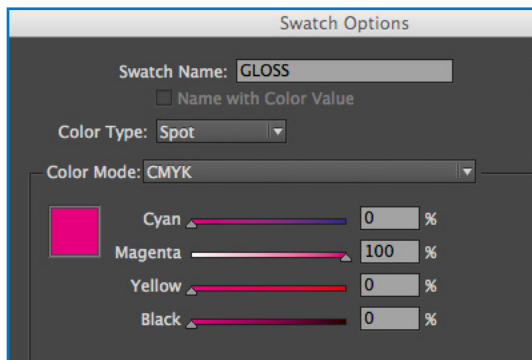
PANTONE colors must keep proper name as in PANTONE library. Example: “PANTONE 3005 C” cannot be renamed “PMS 3005 C”. Please do not have extra spot colors that will not print as an additional ink in your document. Any unwanted spot colors will be converted to destination CMYK using the latest PANTONE+ Color Bridge library. If spot color conversion is done prior to us receiving files we cannot guarantee best possible color match.

★ Dielines

Dielines should be incorporated into your document on a separate layer, making the Dieline a spot color that overprints art. Dielines must be vector based art.

Spot Varnish/Coating

Please provide native files when spot varnishes/coatings are desired. Spot varnish/coating should be incorporated into your document on a separate layer making the varnish/coating a spot color. See example below on how we create swatches for spot varnishes. If Think Patented is cutting a spot UV coating blanket in house, varnishes must be vector and not pixel based art.



Super Black

A super or rich black color should be used to avoid a washed out appearance whenever large fonts, graphics, boxes or backgrounds are to print as black. We use the values of 60% cyan, 40% magenta, 20% yellow and 100% black to create our super black.

- ★ Do not use “Registration” for your super/rich black. Any specified color should not exceed a maximum density value of 320%. That is, the percentage of tint of each color (C+M+Y+K) when added together, should not exceed 320%.
- ★ Preferences for appearance of black for printing/exporting should be set to output all blacks accurately.



Soft Proofing/Hard Proofing

We offer high resolution PDF proofing through our InSite Prepress Portal. We also provide assembled dylux proofing for content and Epson proofing for contract color. We are a G7 Process Control Master Printer. We print and verify proofs to the latest ISO 12647-7 specifications and tolerances. If client provides contract proofing, a color strip/wedge must be available for verification. If not available, we will evaluate provided proofs and follow up on how we will proceed.

Our contract proofing uses CMYK to simulate spot colors and may not represent the actual spot color very close. Use a PANTONE reference color guide/chip to more accurately see expected results. We can provide PANTONE reference color chips for your project.

- ✦ Note – substrate, coatings and varnishes play a significant role in final color outcome. We can provide ink draw downs for spot colors on actual substrate including coatings and varnishes.

Uploading

Users will be set up on our InSite Prepress Portal. This system allows you to upload files, view high resolution proofs (not for contract color) and give approvals all through one access point. We also offer other upload solutions. Contact your Customer Service Representative or your Sales Representative for more information. If your files do not meet requirements described in this document your Customer Service Representative will contact you with the preflight information and will request proper files or your approval to proceed.

Archiving

We will keep all job files for 2 years, excluding those that are HIPAA related, from the date of the last printing. The files may then be deleted without notice. There are certain circumstances that will limit our ability to retrieve files in rare instances. Upon final approval of project, it is highly recommended to request a copy of final print files, by contacting your Customer Service Representative or your Sales Representative.

Our Info

Website <http://thinkpatented.com>

InSite Prepress Portal <https://portal.thinkpatented.com>

Your Customer Service Representative can provide your login credentials

Phone 937.353.2299 **Fax** 937.254.9638