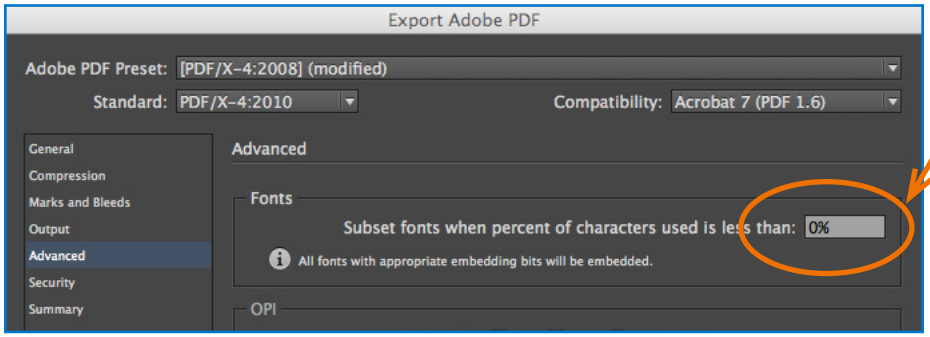
FILE GUIDELINES

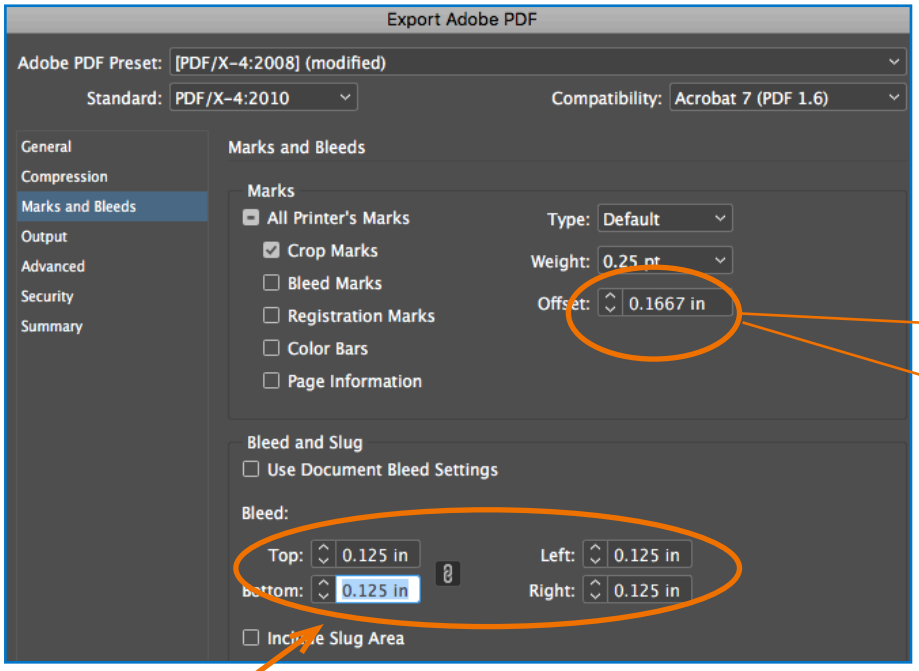
When designing files for print, it is important to understand file requirements and standards to avoid production issues. Follow these guidelines while getting started in the design process to ensure file accuracy.

Recommended Software

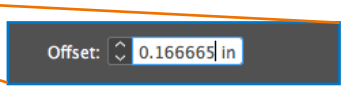
Print ready PDF files. Please make sure images are high resolution, all fonts are embedded and bleed is included if applicable. See page 5-6 for detailed information. We use Adobe PDF Preset "PDF/X-4:2008 (2010)". This is an industry standard setting and available through Adobe programs by default. We do change some settings slightly to fully embed fonts, offset trim marks to move out of bleed area (default is too close) and add bleed when applicable. 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



When saving the preset for offset measurement, enter 0.166665. The application view will default to only 4 numeric values behind the decimal however the actual number entered will hold.



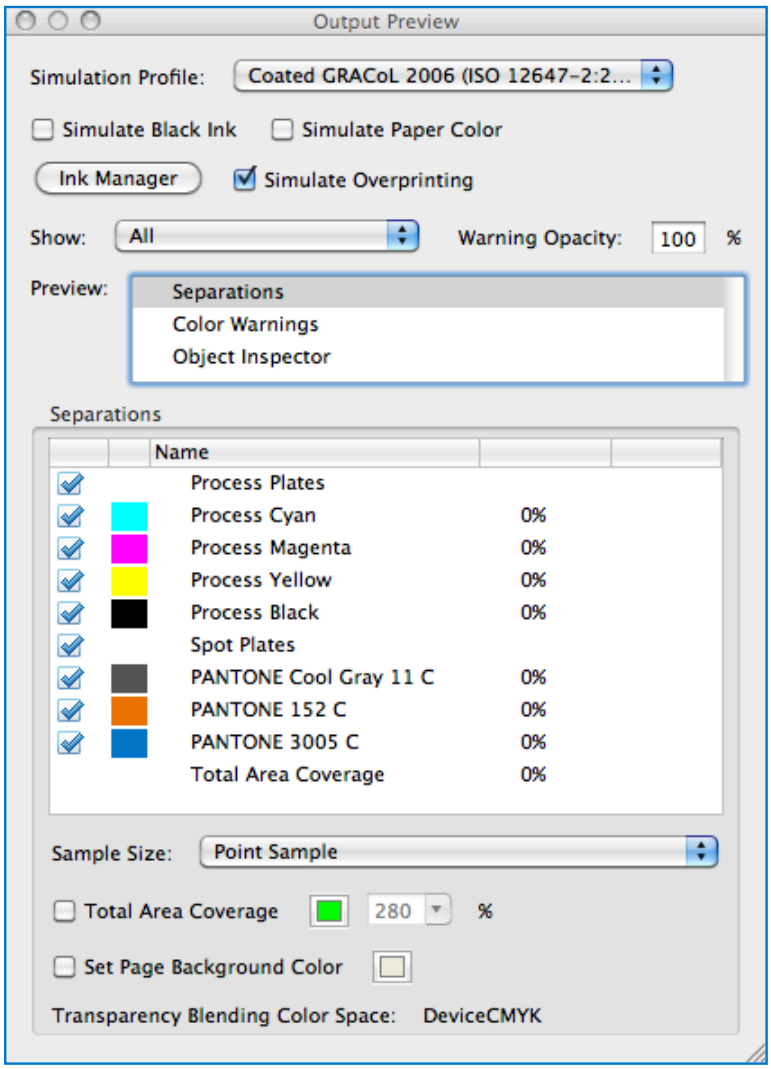
Include bleed when applicable

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 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 ✶Coated GRACoL 2006 which is available by default through Acrobat.



✶We use the latest standard color settings GRACoL 2013 for all of our applications and workflows. Industry standard color settings information and latest downloads can be found at IDEAlliance.org https://www.idealliance.org/gracol/ Synchronize your Adobe Creative Cloud applications using the same color settings for consistent color management.

Recommended Software

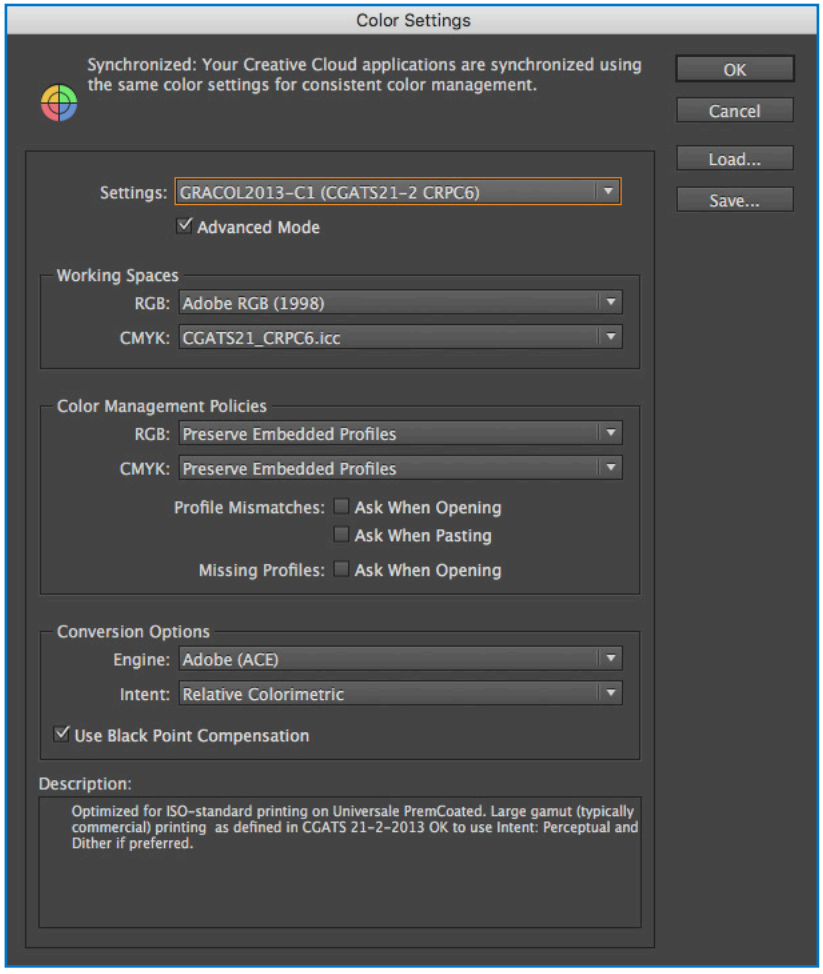
We also support the latest versions of most popular industry-standard professional desktop publishing programs, including InDesign, Illustrator and Photoshop. We have limited support for programs such as Canva, Excel, PowerPoint, Publisher and Word. Using these to create artwork for printing and other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

Document Color Mode

Your document for printing should be set to CMYK color mode. A project might not only be printed, but it may have digital distribution as well. Any files that are submitted in RGB color mode will be converted to CMYK prior to printing. We will preserve embedded profiles when converting to GRACoL 2013. RGB (Red, Green, Blue) is intended for screen-viewing. There are RGB color combinations (particularly very bright colors) that cannot be reproduced using CMYK.

Color Settings

We use the latest standard color settings GRACoL 2013 for all of our applications and workflows. Industry standard color settings information and latest downloads can be found at IDEAlliance.org https://www.idealliance.org/gracol/ Synchronize your Adobe Creative Cloud applications using the same color settings for consistent color management.



Color Correcting/Image Re-touching
Photoshop RGB files that are provided for print will be converted to our CMYK working space – GRACoL 2013. We do preserve embedded profiles. We can provide G7 calibrated GRACoL 2013 contract proofing verified to ISO 12647-7 tolerances for initial color consultation to help determine color needs and expectations.

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. (Print ready PDF should be submitted as a single PDF with 16 pages at trim size with 1/8" (.125") bleed.) Think Patented will take care of the imposition and putting the pages together in signature form for finishing.

Pocket folders/boxes should be created at flat size. For example, a pocket folder finished to 9" x 12" with 4" pocket(s) and .75" glue tabs, the document size should be 19.5" x 16".

Fonts
Choose the correct type style from the 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 premedia workflow, it will not.

All fonts used by designer/client must be packaged and supplied with native/builder files. (Exception – Adobe Cloud fonts that are accessible as part of the Creative Cloud subscription cannot be packaged.) For any **purchased** fonts through Adobe Creative Cloud – must create outlines in native/builder files or completely embed font in print ready PDF.

* **Think Patented cannot replace/substitute fonts for any files with missing fonts.**

Bleed
Files that have text, images, or colors that run to 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 bleed.

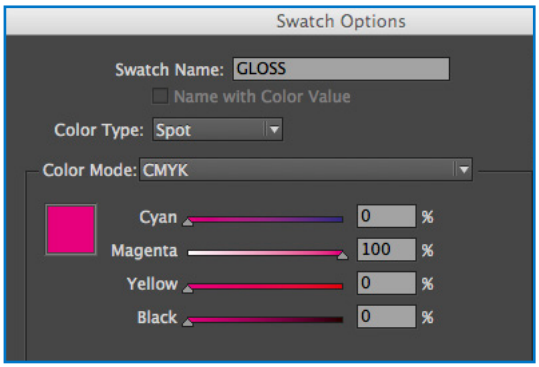
PANTONE/Spot Colors
All PANTONE colors should be built using the latest PANTONE color libraries. Building colors in Adobe programs prior to Creative Suite 6 may produce inaccurate color results. As of 09.2021, Pantone Connect is now the only way to access 15,000+ essential brand, print, fashion, and packaging colors for use in your digital design projects. You can download the PANTONE Connect Adobe extension from the Adobe Exchange Marketplace: https://exchange.adobe.com/creativecloud.details.103029.html

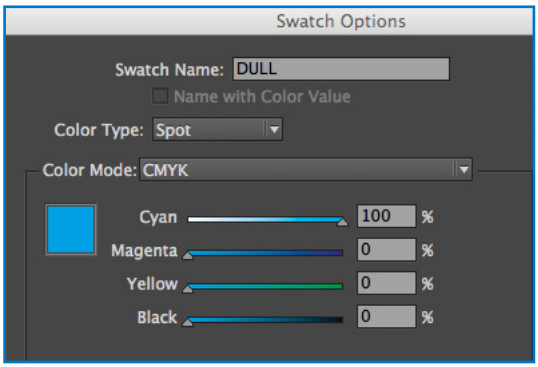
PANTONE colors must keep proper name as in PANTONE library. Example: "PANTONE 3005 C" cannot be renamed "PMS 3005 C". Any unwanted spot colors will be converted to destination CMYK using the latest PANTONE Color Bridge library. If spot color conversion is done prior to us receiving files we cannot guarantee 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 total ink/area coverage 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 in Adobe programs should be set to output all blacks accurately. It is also recommended to set the on screen to display all blacks accurately.

Image Resolution

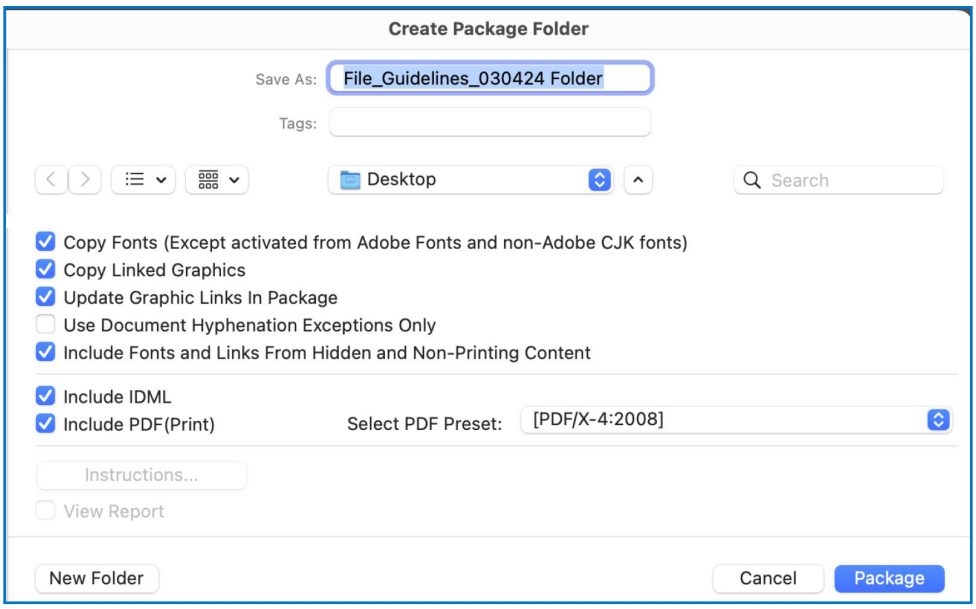
(Or “DPI”) is the term used to describe the number of Dots, or pixels, Per Inch used to display an image or file. Higher resolution means that more pixels are used to create the image, resulting in a crisper, cleaner image. An image will print pixelated when it’s resolution is low, or the image is enlarged 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 best.
– For prints viewed greater than 5 feet, a resolution of 100 -150 DPI is best.
– For prints viewed at an extreme distance, a resolution of 72 DPI is best.

Include

If a native file is being provided, please package your document so all links and fonts are gathered for your project. Include an IDML and PDF for reference. See reference below. Your document must have all items up to date and not in a "missing" state when packaging. Use the Preflight Panel (Window > Output > Preflight) to verify there are no errors before 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.



✶ **Think Patented cannot replace/substitute fonts for any files with missing fonts.**

Helpful Tips

Use Adobe Bridge to load color settings files (.csf) found at IDEAlliance.org https://www.idealliance.org/gracol/ Synchronize your Adobe Creative Cloud applications using Adobe Bridge with the same color settings for consistent color management.

Page Display Preferences for Acrobat should be set to "Always" for Overprint Preview.

Note – anytime the "OK" button is clicked in Acrobat Preferences (even if changes have not been made) it may show unsynchronized color settings. To resolve, go to Adobe Bridge color settings and click "Apply" to synchronize color settings.

Adobe InDesign has a preflight option built in and can help check for missing elements, low resolution images, overset text, bleed issues, etc. Preflighting your document is highly recommended before sending.

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 color. We are a G7 Colorspace Master Facility. We print and verify GRACoL 2013 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 will represent the actual spot color as close as possible. 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. For example, a spot color on a coated stock will look significantly different than that same color on an uncoated stock. 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 project coordinator or your sales representative for more information. If your files do not meet requirements described in this document your project coordinator 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 from the date of the last printing, excluding those that are HIPAA related. 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 project coordinator or your sales representative.

Our Info

Website http://thinkpatented.com

InSite Prepress Portal https://portal.thinkpatented.com
Your project coordinator will provide your login credentials

Phone 937.353.2299 **Fax** 937.254.9638