

## General Page Layout Guidelines

We do have a few suggestions to correct common problems that we frequently see on jobs. By addressing these items you can help us ensure that your finished project will be of the highest quality.

**Overprints** - Try to avoid having items set to over print in your document. This information can be carried into the PDF and cause unexpected results. Always view PDFs (before submitting) with overprint preview turned on in Acrobat to be sure that nothing is incorrect. Items can accidentally be set to overprint in the native application. This can cause text to be very hard to read and, in the case of white text on any background, the text could disappear entirely.

**Bleed** – We require a minimum of 1/8” bleed, more is fine. All PDFs must be centered with equal bleed margins on all sides.

### Color

- Never use any color space other than CMYK.
- Black and white images should be in grayscale and have no cyan, magenta or yellow when separated.
- Spot color should not be used in projects that print process (CMYK).

**Crop Marks** – We do not require crop marks on supplied PDFs. Crop marks are fine, but please leave them (as well as any color bars or registration marks) at least ¼” outside of the trim so as to not interfere with any marks added during pagination.

**Image Area** – We require all images and text (that are not to bleed) be kept at least 3/16” inside of trim to allow for machine variance.

**Page setup** – All pages should be in single page format (no spreads) and at the same size as trim plus bleed.

### Image Resolution

- Color and Grayscale Images – We recommend images be saved at no less than 300 dpi.
- Line Art Images - We recommend images be saved at no less than 1200 dpi.

**Lines/Rules** – These should never be thinner than ½ point. “Hairline” should never be used.

**Rich Black** – We recommend the following recipe – 25% cyan, 100% black. Never use “Registration” for rich black.

### Text

- Rich Black or 4 color black should never be used for text.
- Text in a single separation should not be smaller than 4 point.
- Text in 2 or more separations should not be smaller than 6 point.
- Small type and fine serifs should not be used for reversed text.

**Total Ink Coverage** – It is best to keep the total ink at 300% or less, using GCR with medium Black Generation.

**Trap** – Please turn off any trap settings in your native application.

Feel free to call or email with any questions or for information on how and where to send test files.

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