



PRE-PRESS & DESIGN TIPS {Updated on January 15, 2007}

Select Printing's commitment to quality covers every phase of our production process. The following guidelines have been designed to help your job move through the pre-press process quickly and to print correctly when sent electronically. We are here to assist you every step of the way.

01. Hard Copy :

If possible, a printed copy of your artwork is always welcome and helps us check the file(s) for any problems (i.e. text reflow, missing images, etc). If not, Select Print will create an PDF file from the received files which gonna be send to the customer prevent any mistakes in the files to be printed.

02. Collecting for Output :

Always provide the artwork in folders. Most of the time you'll provide three folders: one for source documents, one for fonts (screen and printer), and one for imported images. Do not submit duplicates of a file to be printed or include items not necessary for output. This can eliminate any confusion. There is software on the market that can collect your files or "pre-flight" but always manually check that everything is there.

03. File Name :

Be very specific when you're naming a file, for example "Brochure final 2-2-2005" instead of "Brfinal#22-5-2205". Do not use special characters (i.e. #@_%^) or extremely long file names (this includes images).

04. Fonts :

All fonts used to build the document, including those used in graphics, should be submitted along with the application files. Do not apply BOLD or ITALIC to typefaces. Always use the actual typeface (i.e. BTimes Bold, ITimes Italic, etc.). While we may have a large database of fonts, we don't have ALL fonts.

05. Images :

Be sure to include all images and graphics used (even if the image is imbedded instead of linked). They should be saved as CMYK or Spot Color, not RGB (RGB is used for monitor display and video). Also be sure to call out any Duotones used in document. Proper image format should be TIFF (.tif) or EPSF (.eps) depending on image use. Any image or graphics should be scanned at least at 300 DPI. Please use 600 DPI for high definition images. Always use exact size or larger image measurement, never increase a small image beyond 120%.

06. Colors :

Use only Pantone, Trumatch, or Custom CMYK colors. Never use RGB, HSL or any other non-standard color models. You should not have any spot colors in any of your files UNLESS they are actually printing as a spot color ink (ei: logo printed in gold color). Please delete any unused colors.

07. Spot Colours Separation :

Spot separations should be built as spot colors. When using spot colors, the spot plate needs to have the same spot color name exactly. Example "Pantone 356CV" and "Pantone 356U" while they may both have the same components and look the same on screen, they will provide separate plates when imaged.

08. Bleeds :

Any element that extends to the final trim edge needs bleeds extended to at least .125" (put also the size in mm). Do not include the bleed when setting up your document size. Bleed should be opened up past the edge of the document. If the image does not bleed it must be at least 1/4" from the trim. (need to check about that)

09. Dies & Embossing :

When drawing a die file the drawing should be in Illustrator as 100% Magenta. Die lines for cutting should be solid lines. Lines for folding and scoring should be dotted lines. Embossed files also should be drawn in Illustrator as 100% yellow.

10. Proofing :

We are not responsible for errors in the body text of a publication. Always proof read your copy, preferably by more than one person in your organization, before submitting your files to us.