

# Designers Guide Files Setup Guide

**Software Options** InDesign CS5, Illustrator CS5, Photoshop CS5, Freehand MX 11  
Acrobat PDF - following pages

## What we require to make a good job

**Page Layout** Actual size or 50% scale. Please check specific Product Specs for sizes.  
Templates for banners stands are available on the download page of our website.

**Image Bleed** Allow 10-20mm at 100% scale.  
*If your print is being mounted to a board and you require it 'wrapped' please allow the thickness of the board plus 10mm.*

**Image Sizes** 125-150 dpi at 100% scale, or 250-300 dpi at 50% scale.

**Links** Please link files, don't embed. When you place in Illustrator check the link button.

**Text** Please convert all text to paths or outlines, or provide fonts required.

**Colour Matching** If you require colours matched then we require:

1. All files provided in editable form. Includes EPS links, and Photoshop files provided in layers. Fonts used by EPS and Photoshop files will also be required.
2. A list of colours to be matched.
3. Provide swatches or reference to Pantone Systems.
4. Provide examples of preprinted material, if possible (Brochures etc.)

Please note individual print materials vary in their ability to produce colours. This is why we prefer editable files so we can change the colours and provide a better match.

If we are required to reproof or reprint due to insufficient material supplied initially, we will charge for the additional proof or print.

**Colour Management** We recommend you use the Colour Management options available in the software. In Adobe Creative Suit it's easy to synchronise your programs to a common setting. If you don't have Colour Management turned on we don't have a starting point and colours may convert differently.

**Our Colour Settings** RGB = sRGB  
CMYK = U.S. Web Coated (SWOP) v.2  
Greyscale = Gamma 1.8

**Print-Out** Please supply a Print-Out of your file, even a black and white print is a good guide. If your Print-Out is colour, then please advise if it is to be matched to.

**Saving Files** **InDesign** - use 'File - Package' to collect all components for output.  
**Illustrator** - worker72a.com has a product called 'Scoop' that is worth getting to package Illustrator jobs.  
**Freehand** - use 'File - Collect for Output'  
Other software please ensure you provide all links and fonts required.

## Acrobat PDF

If you want to provide files to us as Acrobat PDF

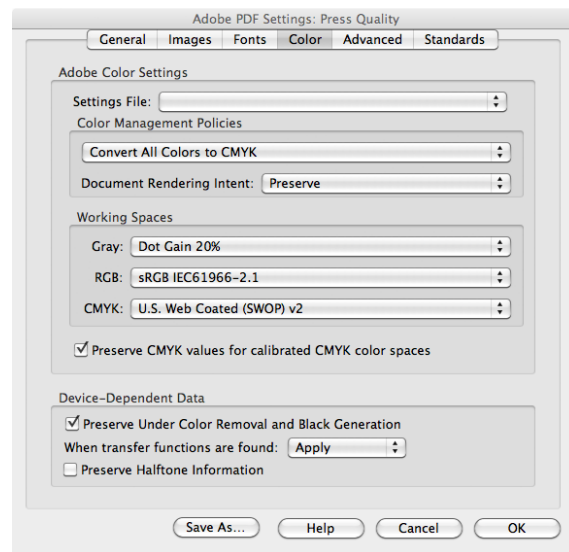
### Check Settings

1. Please assign colour management to your software. Under the edit menu, colour settings, of Photoshop set your colour management to suit, save the setting file. Then sync your Adobe CS programs in Bridge, Creative Suit Color Settings, by selecting your saved file. Now all your CS programs will have the same setting.

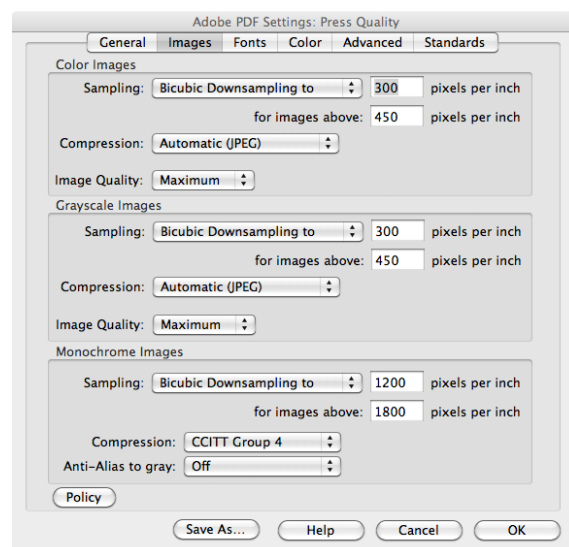
We can assist you setup your colour management

### Check Distiller

2. Also check that your output settings in Distiller have the colour management included and embeds the fonts. Open the Acrobat Distiller program and select the setting you want to use and choose edit settings from the menu

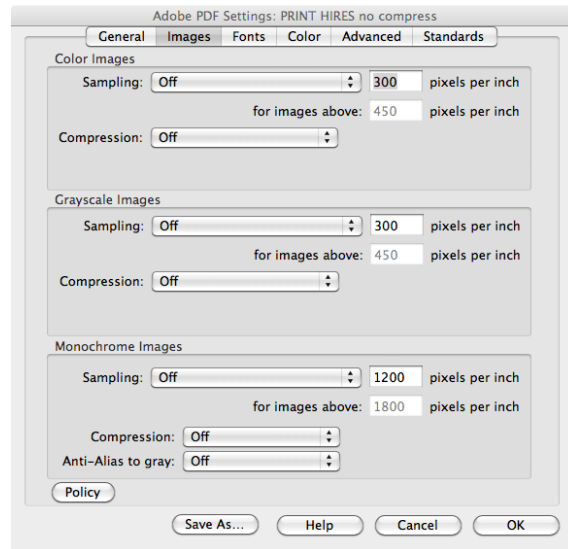


- 3 Use a 'High resolution PDF Setting'.



3b. If your artwork is to be enlarged more than 200% then turn compression off in the distiller.

You can save this setting by giving it a new name



### Save / Export

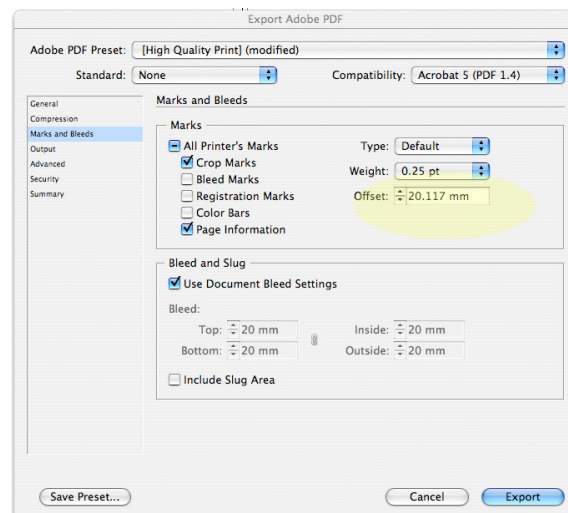
4. Save as PDF in Illustrator, Export as PDF in Indesign. In each case choose the high resolution PDF setting appropriate.

*Note: Create PDF Files with all fonts outlined. This will avoid font problems.*

### Marks and Bleed

5. PDF including the bleed and 'Offset' the Crop Marks by the bleed amount.

*We don't want the crop marks or printer marks in the middle of the bleed area especially for a wrapped graphic.*



It is usually possible to adjust your PDF in Illustrator, but only if we have the fonts supplied or they are in outline. As we prefer not to adjust it is your responsibility to get it right.

If you are unsure, please call us for assistance.