

# CREEL

## Prepress Guidelines:

The requirements below are general file guidelines. There may be special circumstances or requirements for each particular job. Feel free to contact your Sales Representative, Customer Service Representative, or our Prepress department to answer any file preparation questions or accommodate your special requirements in any way necessary.

### File Prep

- PDF files are recommended. When supplying PDF files, please click here to reference [CREEL's PDF Creation](#) pages for proper file setup.
- Name all document files with the pages they contain. If the document contains pages 8 through 24, then label the document "08-24". You may add custom naming after the page numbers for your own use. Perfect bound covers should be named CVR\_1 for front cover, spine, and back cover; CVR\_2 for inside front cover (blank spine) and inside back cover.
- Please provide perfect bound covers with the spine included. For the correct spine size, please contact your Customer Service Representative or our Prepress department [prepress@creelprint.com](mailto:prepress@creelprint.com). Perfect bound projects will require the inside front cover and spine be built with a 1/16" relief from the finished spine size to allow for the gluing and hinge score.
- When supplying native document files, please use one document file whenever possible. The fewer the documents, the faster the pre-flighting will be and there is a lower potential for document set-up errors. Due to the document size, it may be necessary to supply the files in section or form format. It is recommended that these documents are supplied containing 32-64 pages using the naming convention specified below.
- Graphics and illustrations may be named as you like with 2 exceptions. Do not use the following illegal characters, listed in parentheses ( [ ] / \ = + < > : ; " , & ) or spaces or periods at the beginning or at the end of a file name. Also, be sure no 2 files have the same name. Duplicate file names will cause conflict errors.
- When supplying disks; clearly identify all disks and their contents by the project name and by a printed directory of each disk.

- Send only the files needed for output. DO NOT send FPO or lo-res placement files.

### Software

- Creel Printing supports the latest versions of most popular desktop publishing software titles, QuarkXPress and InDesign, on both Macintosh and Windows compatible platforms.
- We have limited support for programs such as MS Publisher, MS Word and MS Excel. These and other non-desktop publishing file types will incur additional charges to process and may not produce a finished project with acceptable quality standards. If you have any questions on acceptable programs please contact our prepress department.

### Lasers

- CREEL Printing recommends a set of 100% size, up-to-date, composite laser prints of the job. The composite laser proofs represent the final version of the file that we are to output and must be printed from the file that you are providing to us. Example; if you are supplying us a PDF file, your laser must be printed from the same PDF file.
- If your page and printer size allows, please print the lasers with crop marks.
- It is very important that the laser proof provided match the file – we check our output to your lasers. A furnished hard-copy proof is the only way we can verify the page content and layout.

### Document Page Size and Margins

- The document size must match the final trim size of the job. Creel Printing requests that you use a standard publication size or smaller. Digest size 5 3/8" (5 1/4 for perfect bound) x 8 3/8". Magazine size 8 3/8" x 10 7/8". Tabloid size 10 7/8" x 17". Pages larger than these may not efficiently fit our equipment and may cause additional charges. Contact your Salesperson or Customer Service Representative for details.

- Allow 1/8” of bleed beyond the trim size of your page. Failure to allow at least 1/8” of bleed may result in white show-through on trimmed edges.
- Perfect bound covers will have a hinge of 3/16” from the spine which will decrease the print area of the IFC, the first page, the last page, and the IBC. Pages must be adjusted accordingly. Setup the Inside and Outside Covers as spreads.
- Live Area; All critical copy must be at least 1/4” from the final trim to avoid the possibility of being trimmed off.
- If the project saddle stitches and contains crossovers; please all critical copy must be at least 1/2” from the final trim to avoid the possibility of being trimmed off.

## Fonts

- We require that all screen and printer fonts utilized in your graphic and document files be included with your files submitted for output. We cannot guarantee exact output without having the same fonts utilized in your files.
- When sending fonts, it is important that you send both the screen and printer fonts.
- Choose the correct typestyle from the fonts 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 typestyle menu or palette. The type on the screen or on a laser print may look fine, but when plotted to a platesetter it may not.
- Open Type fonts are supported. We require that these fonts be included with the files you submit for output.
- We strongly discourage the use of True Type fonts. Our CTP system does support them, but some font information may be lost or altered slightly. Use Type 1 or Open Type fonts to keep your layout looking as you designed it.
- To make reverse type readable, avoid using type that is too small or delicate. Limit the use of reverse type to block (bold), gothic and sans serif type styles. Use a font size of 8 points or larger to guarantee readability.
- When coloring text between 6pt and 18pt size with screen tints, be sure at least one of the colors used has a minimum of 70% value to avoid un-readability due to any slight press variation. Try to choose a sans serif or bold font at least 6 points in size if using screened text.

## Frames, Rules and Borders

- Do not use straight rules to create frames as it is extremely difficult to align individual rules to create frames.
- Do not use the elaborate frames available in QuarkXPress. At high resolution, the frames will not hold their smooth, crisp appearance.
- Do not create rules using “hairline” thickness. On a high resolution output device, they will literally disappear. Use .3pt as a thickness for a fine rule.
- Do not create color rules or frames that are less than .75 point thick, as they are too thin to hold register on press. When coloring rules with screen tints, be sure at least one of the colors used has a minimum of 70% value to avoid un-readability due to any slight press variation.
- Be sure that “trap” on images or are slightly larger than the frame to avoid any white hairlines between the photo and the frame.

## Colors

- In your digital files, colors must be created and assigned in the manner in which they will print. Four-color process items should be set to use CMYK colors. If your project is using a “spot” color, be sure to designate it as such. If you are using a “spot” color in your layout program, be sure that any usage of that color in an illustration program references the color with the exact same name. Example: Pantone 186 CV is not the same color as Pantone 186 CVU.
- A “rich black” color should be used to avoid a “washed out” appearance whenever large fonts, graphics, boxes or backgrounds are to print as black. Use the values of 100% black, 40% cyan, 30% magenta and 30% yellow to create a “rich black”.
- Any specified color must not exceed a Maximum Density Value of 320. That is, the percentage of tint of each color (C+M+Y+K) when added, must not exceed 320%.

## Imported Graphics and Images;

All graphics and images used must be included when submitting your files.

## Vector Graphics

- All placed vector graphics must be saved as “.eps” to ensure compatibility.
- Be sure to “embed” any images placed in a graphics file.

- If you are using a “spot” color in your illustration program, be sure that any usage of that color in the page layout program references the color with the exact same name. Example: Pantone 186 CV is not the same color as Pantone 186 CVU.
- When text is used in an illustration program (Illustrator or Freehand), the fonts are quite often not included with the file. To avoid this common mistake; in Illustrator-convert fonts to outlines, in Freehand-convert fonts to paths. The conversion will eliminate any missing font errors for the graphic but the text will be un-editable. Be sure to keep a copy of the original that is using the fonts, for future edits.

## Images

- Hi-resolution images are required. Use the rule of thumb for 4/c and grayscale images are supplied at 2 x the line screen (133lpi or 150lpi) = the final resolution at 100%. For line art the rule of thumb is 8 x the line screen = the final resolution. Example; if using 150lpi, the image should have a “final” resolution of 300dpi (150 x 2). “Final” or “effective” resolution means the resolution after any scaling is done in the page layout program. Never scale an image more than 120% in your page layout program.

The image quality will noticeably deteriorate. Reducing an image will not affect its quality.

- All 4-color images must be in CMYK mode – **NO RGB, INDEX or LAB color.**
- Black and white images must be saved in GRAYSCALE mode. Line art images must be in BITMAP mode.
- Remove all extra channels before saving.
- Save images in TIFF or EPS formats only. Do not use LZW compression for TIFF files or apply halftone screen or transfer function for EPS files.
- JPEG and GIF files are heavily compressed and are not meant for high-resolution printing.

## Archiving

Creel Printing will keep all job files for 1 year 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; such as a damaged tape or disk. It is highly recommended that if you would like a copy of the final print files, please request these by contacting your Customer Service Representative or our prepress department [prepress@creelprint.com](mailto:prepress@creelprint.com).