File Preparation Guidlines

Creating your Document

- **Page size matches the finished size**
  - Except for folded projects, these can created in spread format
- **Page Bleeds**
  - Set all Page Bleed to .125"
  - Pull any artwork that runs off the page to the red line
- **For Books and Folded Pieces check all Facing pages**
- **We prefer single page PDF files in page order**
  - It is easier for us to paginate your book or folded pieces for you. Designing with facing pages is ok and will create consecutive pages in your PDF.
- **Be Sure the page count matches the quote**
  - As a reminder, Books that will stitch need page counts in multiples of four. Ex. 4 , 8 , 16 , 20 , etc...
- **Other Finishing Considerations**
  - Drilling : 3 or 5 Hole
  - Sprial or Wire-o Binding
    - Be sure type is out of the all areas that will drill or punch
  - Perfect Binding
    - Laying pages out for perfect binding can be tricky. give us a call and we will help you through it.
 - Folding
    - To fold properly the interior panels should be 1/16" - 1/8" shorter than the finished size of your brochure. This is espically true if your brochure is unique like a roll fold or double gate fold. PLease feel free to contact us with any questions you may have.
  - Fitting into an Envelope
    - If you want to fit inside an envelope please figure the finished size to be .125" - .187" smaller than the envelope
  - Postal Regulations
    - Let us direct your design to maximize your postal savings. If your piece can not be automated or is the wrong size & layout for USPS it can be very expensive. USPS has templates available to guide you through their regulations as well.
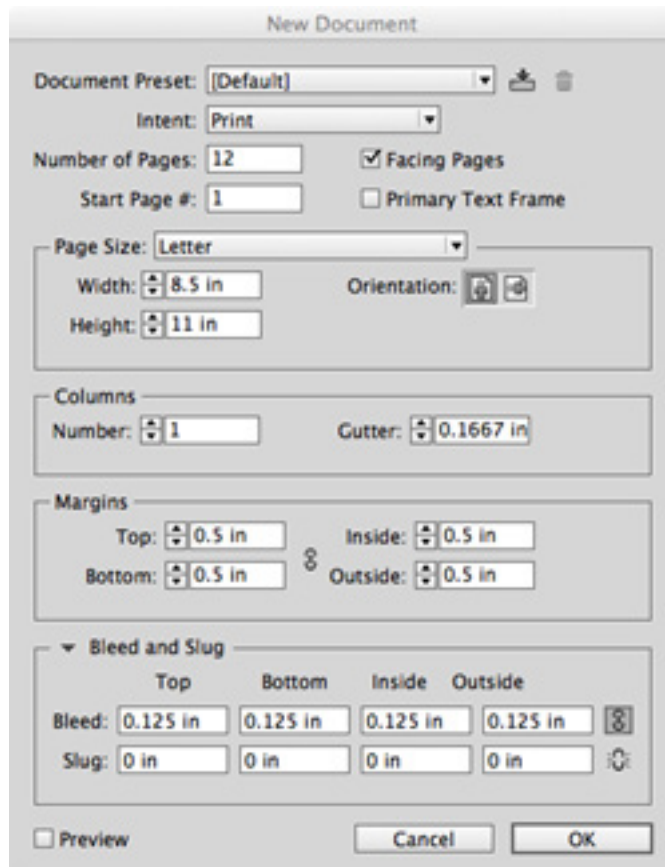
Fonts

- ## Are your Fonts Embedded ?
  Some Font Producers do not allow their fonts to be embedded. Using Adobe Professional, you can check to see if your fonts are embedded in your project. Go to File > Properties > Fonts . If the font is not embedded the font will be replaced by a smiliar font, which will be shown on the list. If your font is not embedded we may not be able to produce your project.

- ## Supplying Working Files rather than PDFs
  PLease be sure to package your files in a compressed zipped folder. Include all fonts used in the piece as well as all linked graphics. When supplying working files please also send a low-res pdf file for us to review as well.

- ## Outlining Fonts
  Outlining your fonts is okay but we will be limited on changes and edits to the text on your project.

Designing your Artwork

- ## Please use Adobe InDesign or Adobe Illustrator for Page Layouts
  While Adobe Photoshop is great for Image editing or raster graphics, it should not be used for setting copy, page layout or design.

- ## Vector Graphics VS Low Res Artwork
  Whenever possible use vector graphics for your project. Vector artwork is a higher resolution graphic. Images that are pulled from the internet are Low-Res and will not produce very well. Please check to be sure all images being used are 300 DPI.

- ## RGB VS CMYK Photos
  Printing utilizes 4 colors to create images. Check the images in your file to ensure all images are CMYK

- ## Pantone Colors
  Pantone Spot Colors in your artwork is OK. They will be converted to Process (CMYK) if we are not printing a Pantone spot color. Building Pantone colors will look slightly different than a true solid pantone.

- ## Rich Black Color
  Large areas of solid black should be supported by additional colors. We suggest using 30 - Cyan , 0 - Magenta , 0 - yellow , 100 - Black. This techinique **should not** be used for black type.

- ## Black Type
  Any Black type in your artwork must be set to 100 - Black ONLY. Additional colors will affect the look of your project.

- ## View Color Seperations
  Double check your color seperations in Adobe InDesign & Illustrator. For both programs : Go To : Window > output > Seperations Preview . You can check and uncheck colors to see color seperations.

- ## Safe Area
  Please allow a minimum of 3/16” (.187”) from the trimmed edges of your project.

Creating & Reviewing your PDF

- ## Save / Export
  In Illustrator you can simply save your file as a PDF. InDesign you must export the file. Save your PDF using the Press Quality setting. Please include the document bleeds and crop marks.

- ## Review PDF
  It never hurts to review your file one last time before you send it to us. Use the output preview feature in Adobe to review your color seperations and transperacies to be sure everything is correct.

Sending files to Lake Printing

We can accept your file many different ways.

- Email - please do not email files above 10 MB

- File Transfer - DropBox , Hightail , WeTransfer

- Lake Printing ClientFTP
  If you do not have access to our FTP site please contact your salesperson to get your account set up.

When supplying working files please also send use a low res PDF file to review.

If you have any questions please contact
Andrew Goff
agoff@lakeprinting.biz
704 - 895 - 3878

We look forward to working with you

Lake Printing
we create
lasting impressions