

PRINT CENTRAL PRINT READY ARTWORK GUIDE

This guide will step you through the process of creating print ready files for Print Central. We have invested heavily in the optimum systems and technology to ensure accurate colour reproduction. By following the instructions below you can be assured of a premium print result. Regardless of whether you are supplying files for offset, digital or large format the file preparation process is the same.

CHANGE YOUR ADOBE COLOUR SETTINGS

1

We use the New Zealand standard **European FOGRA39** colour profile as this produces superior results. Adobe Suite's default settings are not compatible with our colour management system so will need to be changed.

In **InDesign**, **Illustrator** and **PhotoShop** go to **Edit > Colour Settings...**

In the settings dropdown menu choose **Europe Prepress 3**.

SETUP YOUR FILE

2

Document Profile: Check the correct profile is assigned to your inDesign or Illustrator document. Go to **Edit > Assign Profiles...** Make sure **Adobe RGB** is selected as the RGB profile and **Coated FOGRA39** is selected as the CMYK profile.

Document: 2.5mm bleed (for large format please use 5mm bleed). Please, no crop marks or printers marks. Any perf or score marks should be placed in the bleed area, but outside the trim area. For multi-page documents do not setup a full spread as a single page - set it up as individual facing pages.

Images: 200 dpi minimum - ideally 300 dpi.

Rich Black: C40 M30 Y20 K100

PROCESS THE IMAGES IN YOUR DOCUMENT

3

Convert all **RGB** images to **Adobe RGB**

Convert all **CMYK** images to **FOGRA39**

In PhotoShop go to **Edit > Convert to Profile...**

4

CHECK YOUR FILE

Prepare and check your file before you output to PDF:

- Ensure white elements are not set to overprint.
- Do not convert fonts to outlines.
- Unless you intend to have extra spot colours in your CMYK printed job ensure there are no spot colours used.
- Check that black text is set to overprint.
- Do not impose your file.

5

PRODUCE YOUR PRINT READY PDF

Export your PDF from InDesign or Illustrator using the **Offset Print (convert to FOGRA39 CMYK)** preset send to you or download the [settings here](#). This makes it easy to get a high quality good colour pdf as we have already loaded our correct settings for you.

- To load **Offset Print (convert to FOGRA39 CMYK).joboptions** simply click:
File > Adobe PDF Presets > Define > Load > Select file.
- Now when you export to PDF simply select the **Offset Print** option

Check your output PDF print file in Acrobat. Open **Output Preview** under **Print Production**. This gives you a visual indication of the final print result, and lets you troubleshoot any possible issues. You can also use the **Separations Preview** to check that overprint elements are as intended.

EXTRAS

PERFS & SCORES

Please provide 2 PDF's; one **VISUAL** PDF showing where to perf and/or score on the artwork (set to a spot colour and overprint), and one **PRINT** PDF with perf and/or score marks in the bleed or slug area only (at least 1.5mm away from the trim).

NUMBERING & HOLE PUNCH

Please provide 2 PDF's; one **VISUAL** PDF showing where to number and/or hole punch on the artwork (set to a spot colour and overprint), and one **PRINT** PDF without these elements.

DIGITAL OVERGLOSS

Set to an overprinting spot colour and name it **Gloss**.

DIELINES

Create a vector path and set the stroke to an spot colour. Name it clearly e.g. **Dieline** or **Fold**. Make sure overprint stroke is set to on.

KISS-CUT (FOR STICKERS)

Create a **closed** vector path and set the stroke to an spot colour named **Kiss-cut** (case sensitive). Make sure overprint stroke is set to on.

GOLD & SILVER

For a shiny gold or silver look set to a spot colour and name it **Gold** or **Silver**.

LARGE FORMAT VARNISH

For clear overgloss set to an overprinting spot colour and name it **Varnish** (case sensitive).

WHITE INK

Set to an overprinting spot colour and name it **White** (case sensitive). It must be on the top layer of artwork.

CHARGES:

Any minor prepress changes to files will be done free of charge. Any significant changes required will incur a charge at \$110 per hour. If chargeable work is required your Account Manager will contact you to check if you want Print Central to make the changes or if you would prefer to resupply your file.

CONTACT:

For any queries relating to print ready files contact your Account Manager or André in Prepress:

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