



## Customer Guidelines for Print Ready Files

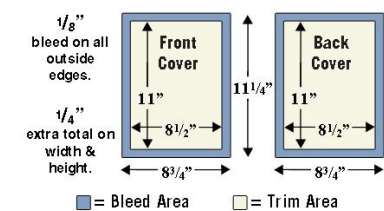
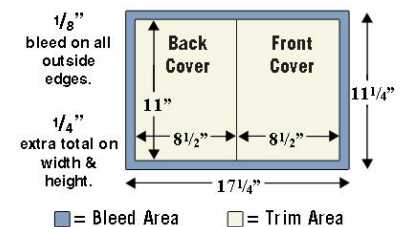
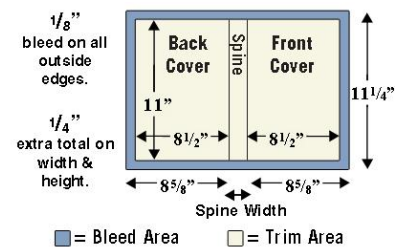
Normally, we need two PDF files to print a book. One for the *Cover* and another for all inside *Text*. PDF's are preferred. Make sure they are high resolution (300dpi images, 800dpi bitmap/scanned), the fonts are all embedded and that bleed area is included. Do not include any crop marks inside the bleed area. Please review the PDF files carefully before sending them to us.

### COVER:

- For **Perfect Bound** books the cover needs to be one file that includes the back, spine and front. The spine width varies by paper used and page count. Please verify the size using our Spine Width Calculator:

[www.colorhousegraphics.com/spine-bulk-calculator/](http://www.colorhousegraphics.com/spine-bulk-calculator/)

- Saddle Stitched** books do not have a spine. Create one file that includes the back and front cover together.
- Mechanical bound** books need to have 2 separate cover files, front and back.



Special cover printing options such as *Spot Dull*, *Foil* and *Emboss* need a separate PDF file using the same cover layout. Show the portion receiving the treatment in a 100% black separation.

## TEXT:

A multi-page file for the complete text should be provided. Files must have a page count divisible by 4. Blank pages will be added to reach this count.

## COLOR:

### *Color:*

Make sure the black text is 100% black. CMYK color space (not RGB) should be used. Please review color separations if you have the tools available (see note *Separations* below). Spot colors should be assigned to a defined Pantone swatch.

### *B&W:*

Make sure the text files are 100% black and images are grayscale. Microsoft programs tend to export text black as an RGB mix when creating a PDF file. Make sure this mix is 100% R, 100% G, and 100% B. Our preflight will convert this to black. Any different mix will create screened type (less than 100%) and may look gray when printed.

## SPECIFICATIONS:

**Bleed** = Extend image beyond trim area by at least 1/8". In the manufacturing process, trimming/cutting can move slightly from page to page so this extra space is needed to prevent non-imaged white lines at the edge of the page.

**Crop Marks** = Marks for the crop or bleed are not needed. We will add our own marks to your files as needed.

**Embedded Fonts** = Verification that all fonts are embedded in the PDF file can be done in any Acrobat version. Select File > (Document) Properties > Fonts and make sure the word "Embedded (Subset)" is next to each font.

**Separations** = Viewing color separations in the final PDF is highly recommended. Acrobat Reader does not allow this function. If you have a full version of Acrobat installed please select the *Output Preview* option from the *Print Production* submenu in either the *Advanced* menu or the *View > Tools* menu depending on the software version. Use the simulation profile of *Coated GRACoL 2006*.

