



General Guidelines for File Preparation

Page Construction:

- *File Size – Build single pages. Build all pages to trim size, and extend the bleed 1/8 inch beyond the document page on all sides if design is to bleed.*
- *Cropping – Trim box (geometry) must be set. Media box, Art box, or Bounding box must be exactly one inch larger than and set relative to trim size. If file bleeds, output with crop and registration marks turned on, and set the offset to at least 12 points (.1667”). Designs with no bleed do not require crop and registration marks.*
- *Orientation – Build all pages at the same orientation and right reading. Pages must display with the head of the page at the top of the display.*
- *Resolution – Continuous tone images meant for high-resolution output should be set to an effective resolution greater than or equal to 266 ppi. For nested Raster data, the CT resolution should be 300 dpi (11.81102 dpmm). LW resolution should be 2400 dpi (94.48819 dpmm).*
- *Total Density – Total CMYK overprint densities should not exceed 300.*
- *Type Safety – Leave a safety margin of at least 1/4 inch for type and other elements not intended to bleed.*

Type and Rules:

- *All typesetting should be done in an application that will retain the vector properties of the text.*
- *Typeface size and geometry will greatly affect reproduction and the ability to maintain print registration.*
- *Avoid fine serifs, small lettering, and small artwork.*
- *Avoid (100% key only) overprint type and hairline rules less than .007 inch or 1/2 point.*
- *Avoid 100% four-color type. (This would equate to 400% total density which is noncompliant)*
- *Avoid four-color black type of any build.*
- *Reverse lettering should be carried in the areas of the illustration that will offer maximum contrast between the reverse type and the images.*
- *Reversed type, 2, 3, 4 color type, and reversed rules should not be less than approximately .014 inch or 1 point at the thinnest part of the rule or character.*
- *When type prints in a heavy 4 color background, the underlying colors should be spread or choke as needed for better register control.*
- *Gray type (black type that is less than 100%) should be set to knockout so as to maintain the gray tone. Avoid “gray-on-gray” situations where gray type is surrounded by gray background color. If densities are similar, the gray text will blend into the background and appear as if it has disappeared.*
- *Fonts should always be embedded.**

Colors:

- *Define all colors as CMYK builds unless the color will print as a spot color on press.*
- *Spot colors must not have any alternate color spaces other than CMYK.*
- *Do not save TIFF or EPS files with embedded color management profiles.*
- *Do not enable your page layout application’s color management tools*, as these settings may be lost once your files leave your production environment.*
- *RGB, LAB, and ICC based colors must be converted to CMYK for print.**
- **RGB ICC color profiles when converted to CMYK cause undesirable results when the system does the file conversion. Axiom will not be held responsible for any color shifts that result from not following our requirements.*

**PDF Export setting can be supplied by Axiom for InDesign and Quark to ensure PDF’s are created to our standards and ensure they process correctly on our end.*