



A Guide To **PREPARING** YOUR  
art files **FOR PRINT**

## DESIGN SOFTWARE RECOMMENDATIONS

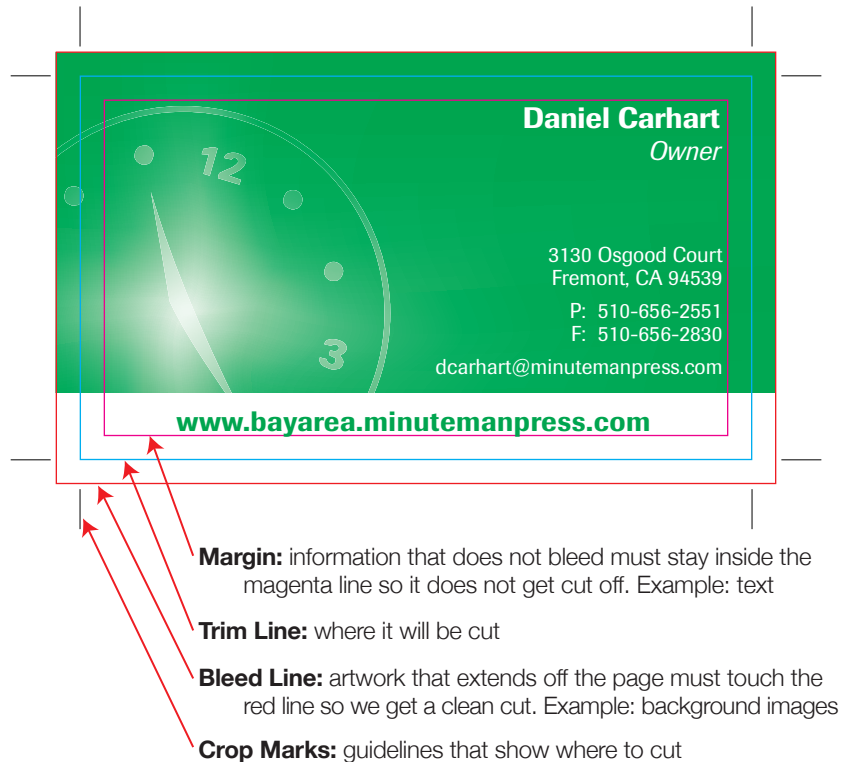
For best results, please use Adobe InDesign or Illustrator to create print-ready files. Microsoft Publisher and Word are acceptable, but often have problems when exported. Adobe Photoshop is for editing photos or creating web content, and is not to be used for creating print-ready documents. Microsoft Powerpoint is for creating slides or slide handouts only.

## DESIGNING WITH BLEED

Printing presses and digital printers cannot print to the edge of the page, so we print your items on a larger sheet of paper and cut them down. For all items, we require a 1/8" bleed on each side. For Illustrator and InDesign, simply set your bleeds to 0.125" and design accordingly. For Photoshop, Word and Publisher, increase each dimension of your document size by 0.25". So, if you are designing an 8.5" x 11" flyer, set your document size to 8.75" x 11.25" and keep important elements 0.375" from the edge.

## DESIGNING WITH MARGIN

Always design with plenty of margin space. During the printing and cutting process, the images tend to shift a little and any text too close to the edge could be cut off. We recommend a margin of **at least** 1/8" on business cards, and a 1/4" on flyers, brochures and postcards.



## SAVING YOUR FILE

### Adobe Illustrator

#### Outline Fonts

- Select all text
- Go up to "Type" Menu
- Select "Create Outlines"

#### Save As PDF

- File / Save As...
- Choose location and select "pdf"
- In Adobe PDF Preset, Select "PDF / X-1a: 2001"
- Select "Marks and Bleeds" / Select box next to "Use Document Bleed Settings" and confirm that all values changed from 0.00 to 0.125
- You don't need to add crop marks, but if you do, only select "Trim Marks" and increase offset to 0.13"
- Select "Save PDF"

### Microsoft Word & Publisher

Files designed in Microsoft Word and Publisher often have unexpected results when printed. We will do our best to work with the files you send us, but they they may need to be re-designed in order to produce a high quality print. Standard graphic design rates apply.

- Save As or Export as a PDF. Use the highest quality settings you can.

### Adobe InDesign

#### Outline Fonts

- Select all text
- Go up to "Type" Menu
- Select "Create Outlines"

#### Save As PDF

- File / Adobe PDF Presets / PDF / X-1a: 2001
- Choose location and select "Save"
- Select "Marks and Bleeds" / Select box next to "Use Document Bleed Settings" and confirm that all values changed from 0.00 to 0.125
- You don't need to add crop marks, but if you do, only select "Trim Marks" and increase offset to 0.13"
- Select "Export"

### Adobe Photoshop

**\*Not recommended for desktop publishing!**

#### Convert to CMYK

- Under the "Image" menu choose "Mode" and then "CMYK"

#### Convert Text to Shapes

- Select any text layer and go to the "Layer" menu and then "Type" select "Convert to Shape"
- Repeat this for any remaining text layers

#### Save As PDF

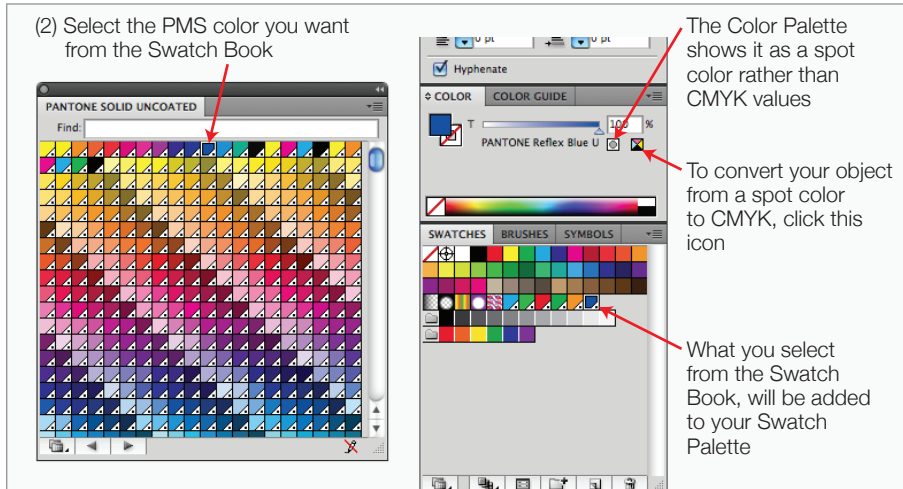
- File / Save As...
- Choose location and select "Photoshop PDF"
- In Adobe PDF Preset, Select "PDF / X-1a: 2001"
- Select "Save PDF"

## SPOT COLORS FOR OFFSET PRINTING

If your order will be printed on an offset press in 1, 2 or 3 colors, please set up your art file accordingly. Each object in your art file (whether text, a shape or a photo), must be assigned a spot color. To add spot colors to your swatch palette, follow these directions:

### Illustrator

- (1) Add your swatch booklet: Window / Swatch Libraries / Color Books / Pantone Solid uncoated



### InDesign

- (1) Select "New Color Swatch" from the drop down menu in your Swatch Palette

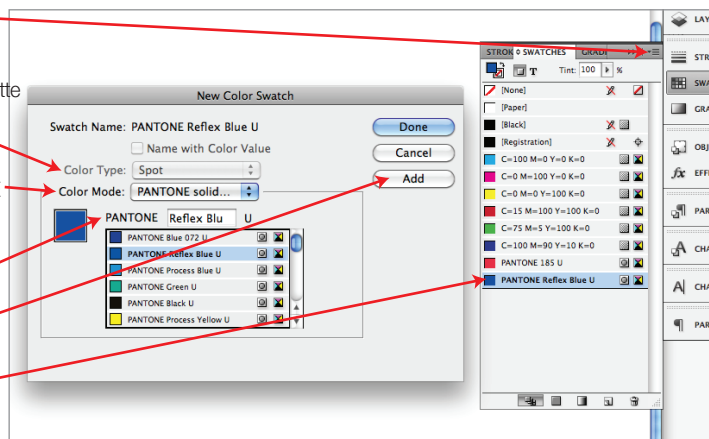
- (2) Change to "Spot"

- (3) Choose "PANTONE solid uncoated"

- (4) Select your desired Spot Color

- (5) Click "Add"

The spot color you chose was added to your Swatch Palette



**\*NOTE:** These instructions do not apply to four-color process printing. Instead all objects in your art file must be CMYK. For an explanation on the difference between spot and process colors, you can visit this website:

[www.graphic-design-employment.com/4-color-process.html](http://www.graphic-design-employment.com/4-color-process.html)

## SEND YOUR FILES

- Upload: [www.bayarea.minutemanpress.com](http://www.bayarea.minutemanpress.com)  
Up to 100MB; Click on "Send a File" on the left side.
- E-mail: [csfremont@minutemanpress.com](mailto:csfremont@minutemanpress.com)
- Bring: CD/DVD or flash drive

## STANDARD SIZES

Business Card: 3.5" x 2"  
 Letterhead: 8.5" x 11"  
 Tabloid: 11" x 17"  
 Super Tabloid: 12" x 18"  
 Legal: 8.5" x 14"

### Postcards:

*Note: to qualify for the USPS postcard postage rate, the postcard must be at least 3.5" x 5" and not exceed 6" x 4.25"*

4" x 6"  
 5" x 7"  
 8.5" x 5.5"

### Posters: 12" x 18"

24" x 36"  
 36" x 48"

Vinyl Banners: Up to 50" wide  
 Any length

Bannerstands: 33.5" x 80"

### Business Envelopes

No. 10: 9.5" x 4.125"  
 No. 9 Reply: 8.875" x 3.875"  
 Catalog Envelopes: 6" x 9"  
 9" x 12"  
 10" x 13"

### Announcement Envelopes

A2: 5.75" x 4.375"  
 for invitation size of 5.5" x 4.25"

A6: 6.5" x 4.75"  
 for invitation size of 6.25" x 4.5"

A7: 7.25" x 5.25"  
 for invitation size of 7" x 5"

A8: 8.125" x 5.5"  
 for invitation size of 5.25" x 8"

A10: 6 x 9.5"  
 for invitation size of 8.5" x 5.5"



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