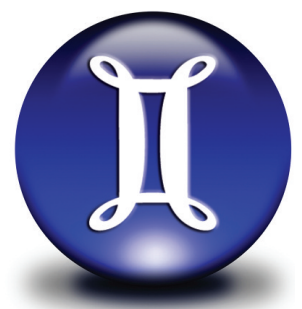


# File preparation guide

## **Introduction**

The commercial printing equipment used by Gemini Print is very different to standard desk-top printers so it is important that files submitted for printing are prepared properly to ensure they print correctly.

This guide provides an overview of some of the issues to be aware of when preparing and submitting files to commercial printers.



# File preparation guide

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# File preparation guide

## File Formats

### Preferred file formats

PDF is our preferred file format but we can also print from a range of other file formats including Microsoft PowerPoint, JPEG, TIFF, EPS, Quark Xpress, and the Adobe Creative Suite of InDesign, Photoshop and Illustrator. **Please be aware that supplying files in these formats does not guarantee that a perfect result will automatically be achieved as your files still need to be set up in a way that is suitable for printing.**

If necessary, we can also accept Microsoft Word files. However, as this package is not designed for commercial print production it can cause numerous problems. For example, one of the most common problems with Word documents is reformatting. **This means that when Word documents are opened on different workstations the text shifts.** This may be due to variations in the fonts or in the margin settings on the different workstations. Different versions of Word can also open files differently. This results in documents with inappropriate line and page breaks that are different to what was intended when the document was created. Word documents should be saved as PDFs which eliminates this problem.

If you intend to create your document in Word and then save it as a PDF (refer to paragraph below for details), **always ensure that your document is set at a standard UK page size as Word documents can default to US letter size.** Please also note that pictures adjusted in Word lose resolution and/or can corrupt files and that pictures and text boxes may move if not anchored correctly.

### Converting to PDF

Adobe Acrobat software is sometimes required to create a PDF file, although some applications will allow you to save your file direct to PDF. When saving your document as a PDF, always remember to flatten your PDF, embed your fonts and choose the highest available quality setting which in some instances may be referred to as 'print' or 'press' quality. Please save your complete document as one PDF, rather than each page as a separate PDF.



# File preparation guide

To create a PDF from InDesign select File and Export and then Adobe PDF from the 'Format' drop down menu and click save. A dialog box will then appear, select [Press Quality] in the Adobe PDF Preset drop down menu. Crop marks and bleeds can also be added at this stage if necessary by selecting Marks and Bleeds from the section on the left hand side of the dialog box. To include crop marks check the Crop Marks box in the Marks section and if your document has images or areas that bleed off the page please add **3mm** to the Top, Bottom, Inside and Outside boxes of the Bleed and Slug section, then click Export.

## Colour modes

Colour on a computer screen is produced based on properties of light in a process that combines various amounts of red, green and blue to produce the various colours that you see on screen. This is known as **RGB colour** and is suitable when images are to be viewed on screen. Colour on a printer is produced based on properties of ink in a process that combines various amounts of cyan, magenta, yellow and black (or 'key'). This is known as **CMYK colour** and is more suitable when images are to be printed. Although we can print from RGB files, and in many cases the results are not noticeably different to CMYK files, in some instances (depending on the file format and colours used) this can lead to unpredictable and/or poorer quality results. **We therefore recommend that wherever possible files are supplied in CMYK colour mode.**

## Fonts

If you are supplying files in their original format, please make sure to also supply all fonts used in the document. If you do not, some file formats will automatically substitute fonts without warning. If you are using bold or italic fonts in your document make sure they are the actual styled version of the font from the font list. We also recommend that you do not use WordArt.



# File preparation guide

## Image resolution

Although computer screen resolution is measured by the size of the pixels, print resolution is measured by the number of dots per inch (dpi). **All images should be provided at a resolution of 300 dpi** and should be at the correct physical size for the page.

Most graphics are raster graphics which means that they are made up of a finite number of dots or pixels and therefore the resolution and size (dimensions) of your images will be inversely proportional to each other. This means that if you enlarge an image it will lower its resolution. If you reduce an image it will increase its resolution.

For example, you might have an image which is 600 pixels by 300 pixels in size. This will not change, no matter how much you enlarge or reduce the size (dimensions) of the picture. If you make the picture 2 inches wide by 1 inch high, its resolution will be 300 dpi. This is the maximum size you can make this particular picture without compromising its quality when it is printed. If you enlarge the picture to 4 inches wide by 2 inches high, its resolution will drop to 150 dpi, because the same number of pixels are now spread over a greater area.

How an image is acquired will determine its resolution and therefore the size it can be successfully printed.

**Images from the web are usually 72 dpi and are not suitable for print.** Please also note that photos from digital cameras or scanned photos may lose resolution when manipulated or converted into different file formats.

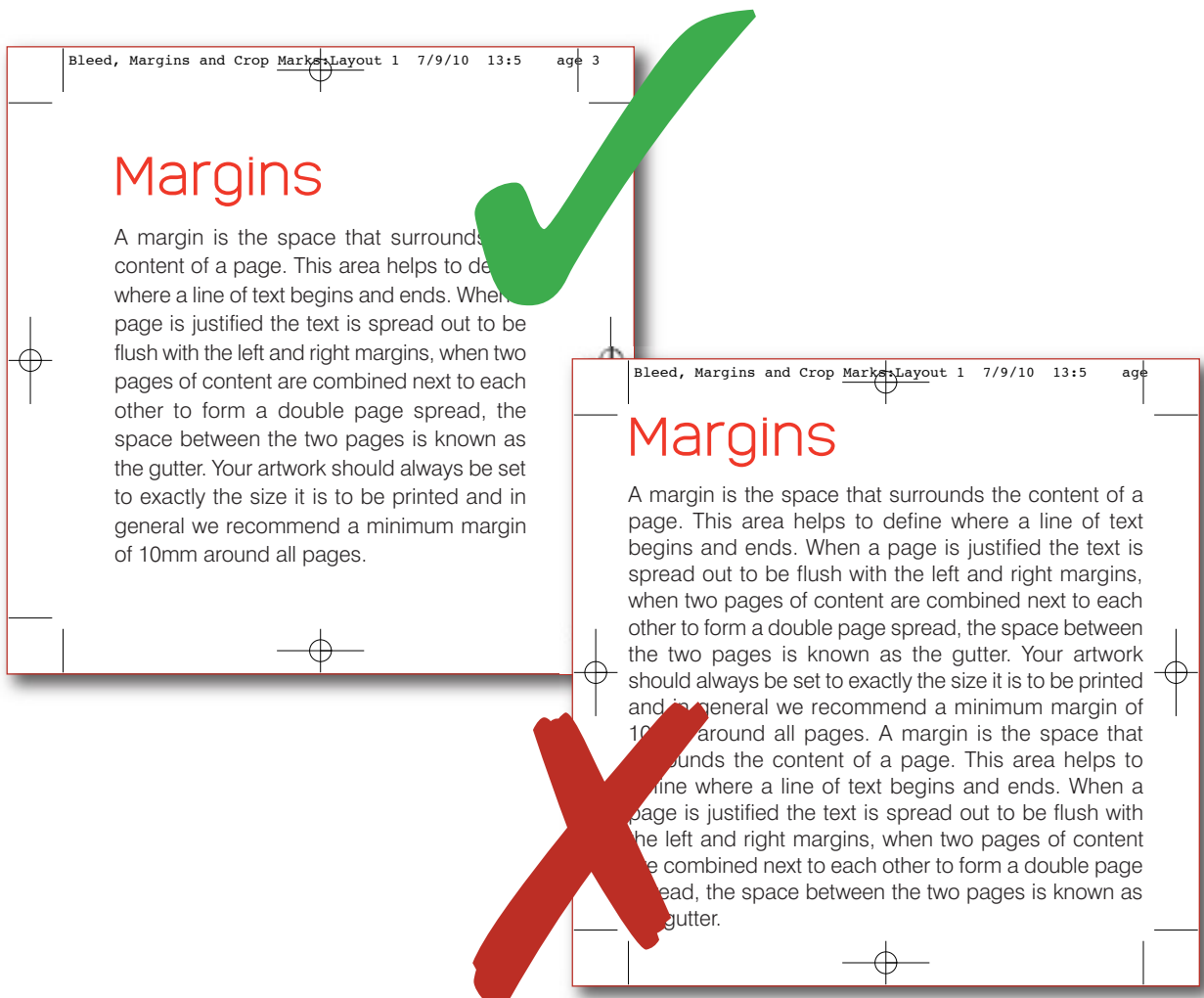


# File preparation guide

## Page Layout

### Margins

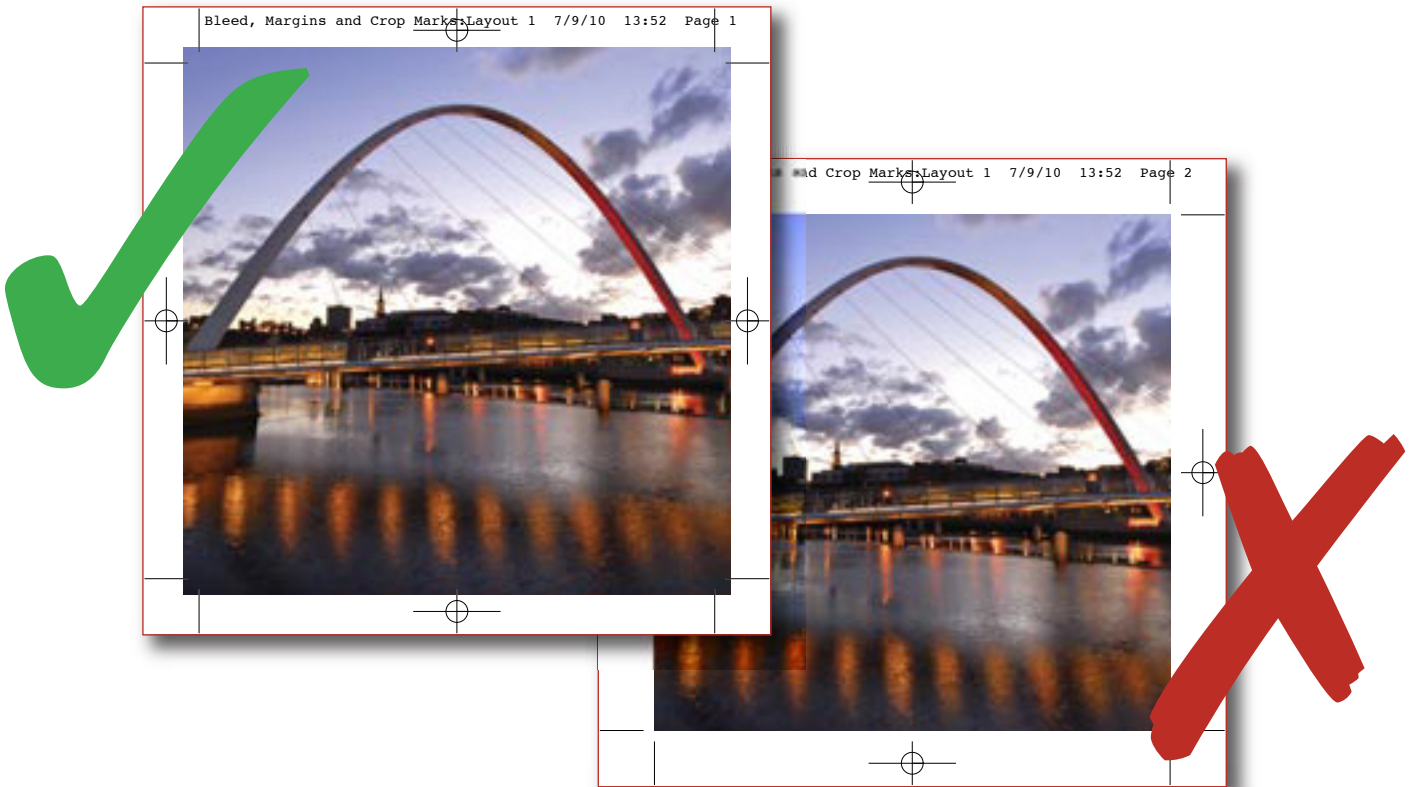
A margin is the space that surrounds the content of a page. This area helps to define where a line of text begins and ends. When a page is justified the text is spread out to be flush with the left and right margins. When two pages of content are combined next to each other to form a double page spread, the space between the two pages is known as the gutter. Your artwork should always be set to exactly the size it is to be printed and in general we recommend a minimum margin of **10mm** around all pages.



# File preparation guide

## Bleed

Bleed is the term that refers to when an image or element of the page prints beyond the edge of the final trimmed document. It is necessary to include bleed whenever you want your artwork to reach the very edge of your finished printed page. **We recommend that you should allow 3mm bleed.** Including bleed prevents any white showing at the edge of the finished document by compensating for any slight movement of the job whilst on press or during the trimming and binding processes.





# File preparation guide

## Crop marks and document size

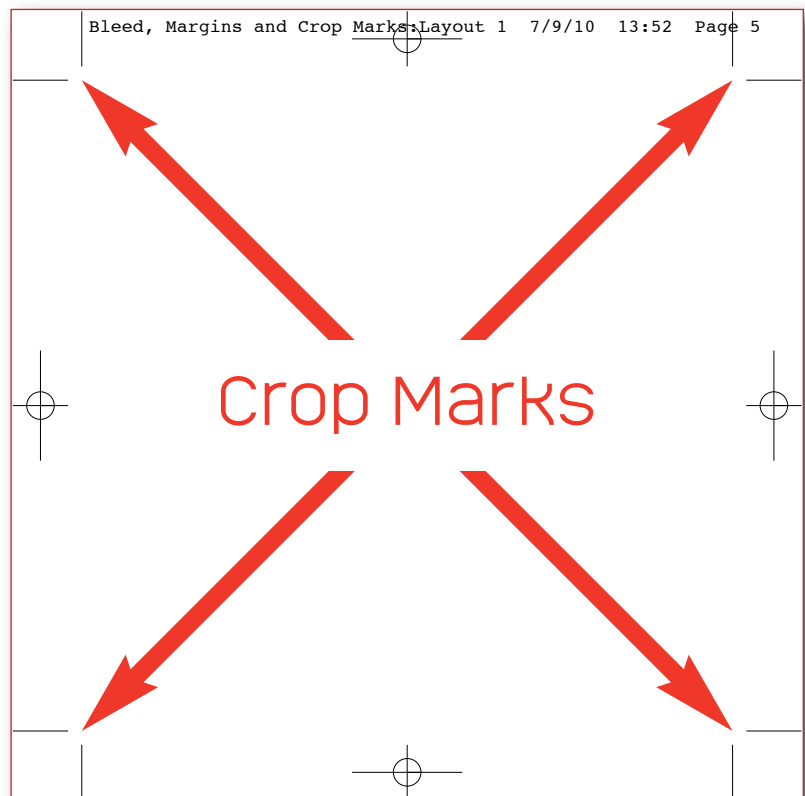
Crop marks are guide lines included on artwork to ensure printed sheets are cropped/trimmed to the correct finished size. They are particularly relevant for any print work with bleed, a non-standard finished size, or large areas of white on them as they help ensure accuracy when trimming your job to a specific size.

Ideally all documents should be created at the correct final size. All files that are not supplied at the correct final size should be proportionate to the final size. For example A4 can be enlarged to A3, etc. However, too great an enlargement will lower the resolution, causing pixelation and reduced quality. If the job is not in proportion, this may leave an uneven white border around the finished job.

## Charges for remedial work

If your files are not supplied print-ready we will inform you of this and give you the option of rectifying the file yourself.

Alternatively you may prefer a member of our team to undertake the work on your behalf. In this instance you will be provided with an estimate for the work. Estimates will be subject to the sight of the supplied files.





# File preparation guide

## Job Specification

### Instructions

Please ensure that you provide complete and clear instructions on how your job should be printed and finished. If there are to be blank pages in your document you must make it clear where these should be. For example, you may want the cover printed single sided and the inside pages printed double sided. For anything unusual please provide a sample of how the finished product should look.

### Supplying files

We are able to accept files by email, DropBox or most file transfer software, please note that emailed files are usually subject to a size limit of 10mb. We also accept files provided on a memory stick or CD that has no other files on it. If your artwork is provided on a memory stick which contains other files, please make clear which files are to be printed by moving them to a separate folder which is clearly identified. In most cases staff should just be able to copy your files and should not need to leave your memory stick.

### Copyright

**Please be aware that images and text downloaded from the web may be copyright protected.**

If your file does not comply with the Copyright Designs and Patents Act 1988, we will not be able to print it.

### Final check before submission

Always check your document before you submit the final version for printing. Make sure everything is correct, including spelling, graphics, layout, page numbers and bleeds. **Gemini Print cannot accept responsibility if any work has to be reprinted due to the way the files were supplied.**

**Additional costs will be incurred for reprinted work.**



# File preparation guide

## Expectations

### Print quality

Although we will provide the best print quality possible from your files, please bear in mind that the quality of what we can print is only as good as the files provided. Printing low resolution images on high resolution printers will not improve the quality of your images. If anything, it is more likely that it will expose the limitations of the source material.

**Please also note that the colour you see on the screen may not be the colour when printed.** This discrepancy in colour is due to the fundamental differences between how colour is produced on a computer screen and how it is produced on a colour printer. There can also be colour variation between different printing devices.

### Turnaround

Gemini Print will always treat your print with the utmost urgency, however we recommend that you allow five working days from our receipt of your artwork in a press-ready condition. If very short turnarounds are required, please contact us to allow us to arrange our schedules.



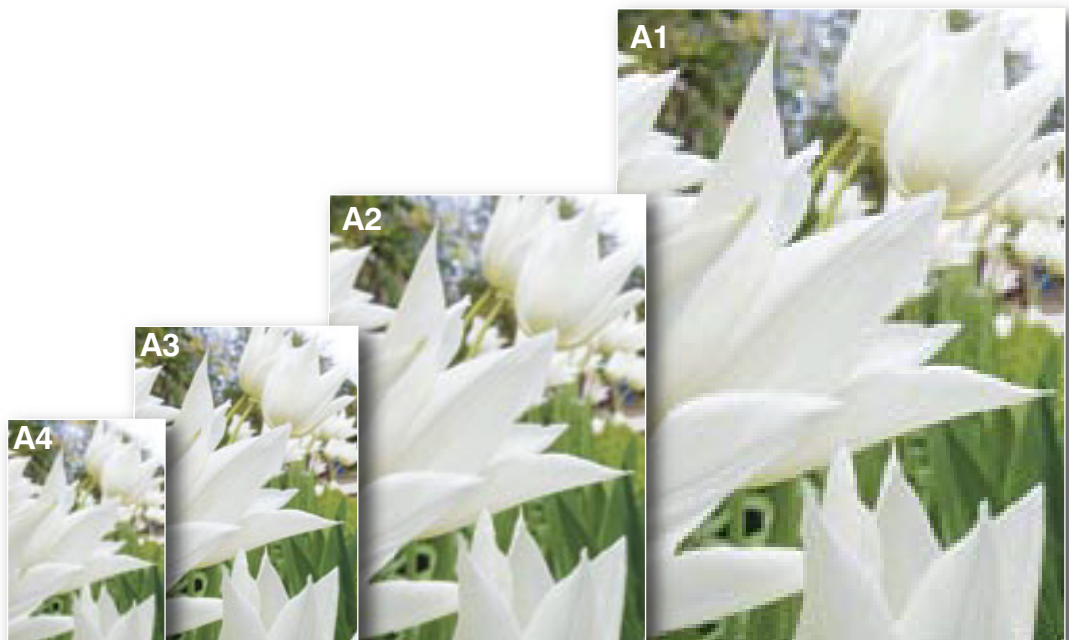
# File preparation guide

## Large Format

We offer large format printing up to 1000 mm wide and in various lengths. For large format work it may not be practical for you to provide your artwork at the exact size it is to be printed. When this is the case please ensure that you indicate the exact size that you would like it to be printed. Also bear in mind that enlarging an image will lower its resolution. We recommend a resolution of at least **300dpi** for all large format files.

It is also advisable to avoid large areas of solid colours or graduated tints wherever possible as this can occasionally lead to 'banding' when printed if the file is not supplied at an appropriate size and resolution. Please also refer to the relevant sections for advice regarding bleed and crop marks.

These images demonstrate the possible deterioration in quality when a file is enlarged too much. The images are at 1:10 scale.



# File preparation guide

## Glossary

<b>A-sized paper</b>	A5 – 148.5mm x 210mm A4 – 210mm x 297mm (SRA4 – 225mm x 320mm) A3 – 297mm x 420mm (SRA3 – 320mm x 450mm) A2 – 420mm x 594mm (SRA2 – 450mm x 640mm) A1 – 594mm x 841mm (SRA1 – 640mm x 900mm) A0 – 841mm x 1189mm (SRA0 – 900mm x 1280mm)
<b>Artwork</b>	Digital files which are supplied in a print-ready format.
<b>Binding</b>	Various methods of fastening pages together to form bound documents or books.
<b>Bleed</b>	Bleed is where the printed image extends over the edge to trim. This allows the image to reach the edge of the finished print.
<b>CMYK</b>	CMYK stands for Cyan, Magenta, Yellow and Key (black). These are also known as the four process colours. They are standard colours which are mixed to provide any of the colours required from printing. Often a colour is described by using percentages of each Cyan, Magenta, Yellow and black (Key).
<b>Collating</b>	The method used to arrange print outs into the required order.
<b>Crop</b>	The method of trimming the print to the required finished size.
<b>Crop marks</b>	Crop marks are lines determining the area on the artwork to crop/trim.
<b>Digital printing</b>	A method of printing that is particularly suitable for small quantities and quick turnarounds.
<b>DPI</b>	DPI stands for Dots Per Inch. This is a measurement of resolution - images with a very high DPI will be of better quality but may also have a much larger file size.
<b>Embed</b>	A way of fixing elements of your artwork such as fonts and images within your file, this can be easily done with formats such as PDF.
<b>EPS</b>	Encapsulated PostScript, a graphics file format.



# File preparation guide

<b>File format</b>	The type of file that the artwork is saved as. Examples are PDF and EPS.
<b>Font</b>	Fonts refer to the typeface of the text. A font is usually made up of a font family (such as Arial), a font size (such as 10-point), a colour and a font style (such as bold or italic).
<b>GSM</b>	GSM stands for Grams per Square Meter. It is the standard for measuring paper weight.
<b>Graduated tint</b>	This is where a colour or colours can vary in strength in a seamless manner in the same graphic. However, this can potentially cause 'banding' when printed if the file is not supplied at an appropriate size and resolution.
<b>Gutter</b>	The space between the content of a double page spread.
<b>Image area</b>	The area on the page which has ink printed onto it.
<b>Imposition</b>	Pages have been arranged for printing so that they will be in the correct order once folded or collated. Alternatively this could refer to multiple pages on a larger sheet for example 4 x A5 pages printed on a SRA3 sheet.
<b>Justified</b>	Justified text will be flush to both the left and right margins - appearing to be evenly spread across a column.
<b>JPEG</b>	Joint Photographic Experts Group, a graphics file format.
<b>Lamination</b>	A protective thin film placed over a print to give a glossy or matt finish.
<b>Leaf</b>	A single sheet of paper.
<b>Mb</b>	Megabyte, a unit used to measure the size of a file.
<b>Original format</b>	Also known as Native Format, this is the version of software which was used to create the file before conversion to another format.
<b>Page</b>	One side of a leaf of paper.
<b>PDF</b>	Portable Document Format (Gemini Print preferred file format).



# File preparation guide

<b>Pixel</b>	In digital imaging, a pixel is a single point in a raster image. The pixel is the smallest addressable screen element.
<b>Point</b>	Point is a type of measurement used in printing, a point represents 1/72 of an inch. Fonts are often measured by point.
<b>Proof</b>	A printed copy created for approval that the print looks correct. A proof is necessary if you plan to print a large number of copies.
<b>Resolution</b>	Resolution is a measurement of the amount of detail in a given image. Screen resolution is measured in PPI (pixels per inch) and printed resolution is measured in DPI (dots per inch).
<b>RGB</b>	RGB stands for Red, Green and Blue. Screen colours are often measured by RGB values but they need to be converted to their CMYK equivalent for printing.
<b>Software</b>	Quark XPress, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Macromedia Freehand, Microsoft Word, Microsoft PowerPoint and Microsoft Publisher are some of the common packages used in file preparation.
<b>SRA-size paper</b>	A series of standard sizes for untrimmed paper which are slightly larger than the corresponding A-series sizes.
<b>Stock</b>	The paper types available for printing.
<b>TIFF</b>	Tagged Image File Format, a graphics file format.
<b>Turnaround</b>	Turnaround time is the amount of time required to complete an order.

