

FILE PREPARATION GUIDELINES

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FILE TRANSFER

Files can be provided via the following methods:

- upload to Allied FTP site (IT will create a user account upon request if one does not already exist)
- email (if files are under 20MB)
- pull from client's FTP site
- file transfer service (i.e. Dropbox, WeTransfer, Hightail, Box etc.)
- CD/DVD/flash media

When loading to Allied FTP site or hosting on a client's FTP site, please provide the filename corresponding to the project.

If sending via Google Drive or Microsoft OneDrive, please ensure proper permissions are enabled to allow direct downloads.

FILE TYPES

Allied can accept virtually any standard graphics filetype including:

- Adobe Creative Cloud - InDesign (.indd), Photoshop (.psd), Illustrator (.ai) - *preferred*
- “print-ready” PDF - *preferred*
- EPS
- TIFF
- *and more*

Please note that Microsoft Office, Canva and Figma files are less than ideal for print production. Use “Best for printing” PDF export settings if available within those applications.



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COLORS

- Files should be built in CMYK color mode
- All transparency blend spaces should be CMYK
- RGB images should be converted to CMYK prior to submission in order to anticipate undesired color shifts
- PANTONE (PMS) colors should be used for color-critical jobs. When using a PANTONE color that will be converted to CMYK for production, please be aware that some colors may not convert well. Refer to the PANTONE Color Bridge swatch book to double-check the conversion.
- Please advise if a PANTONE color should not be printed as CMYK
- Specialty colors such as fluorescents and metallics cannot be printed digitally. They must print via conventional printing methods.
- Remove colors not used from the color palette within the document prior to final file submission.

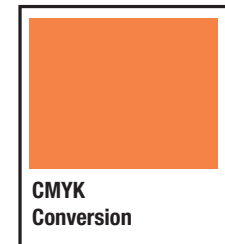


RGB Color Space

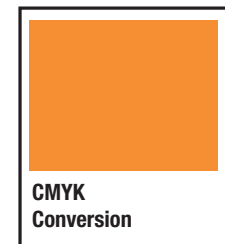
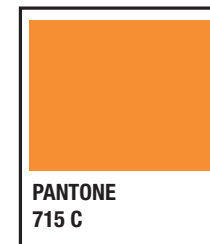


CMYK Color Space

example of poor PANTONE to CMYK conversion



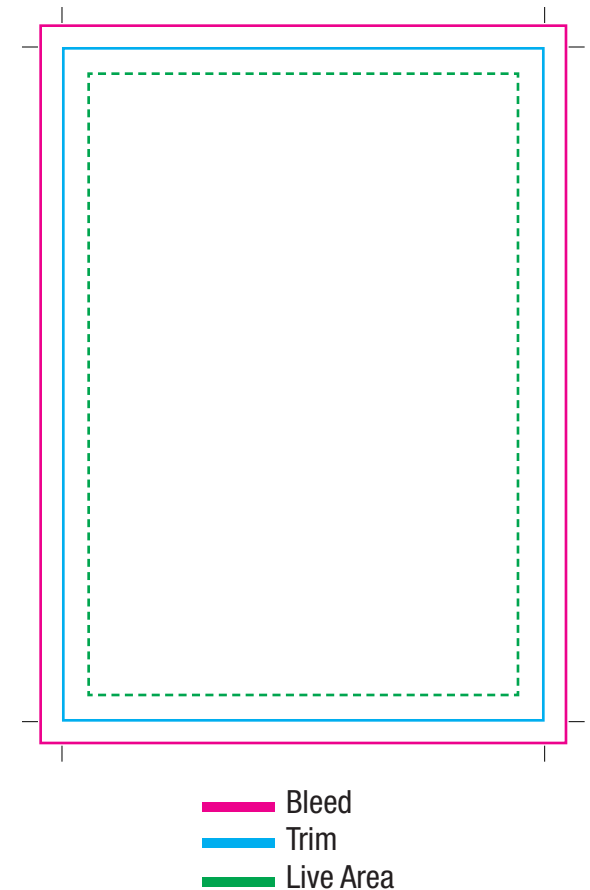
example of good PANTONE to CMYK conversion



FILE PREPARATION GUIDELINES

GENERAL LAYOUT RULES

- Please build all page layouts in Adobe InDesign when possible. Adobe Illustrator is ideal for creating vector artwork.
- Files should be built at 100% trim size (*for large format printing, files can be built at 50% scale if they exceed the max dimensions allowed by the layout software-make sure to identify the art as being at XX% scale*)
- Provide minimum 1/8" bleed to the outside of the trim (1/4" if large format printing or litho mounting to corrugated). For best results, also allow 1/8" clearance inside of the trim to avoid critical elements from being trimmed off.
- If 2-sided artwork, please identify each side in the artwork
- Ensure that 2-sided images properly back up (i.e. mirror dielines on the back side for proper fit)
- Knockout areas affected by glue or tape if applicable
- Eliminate items on the pasteboard outside of the trim area prior to submitting final print files.



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DIELINES

- All dielines must be vector based (Illustrator or InDesign) and placed on a layer separate from the artwork. Do not flatten or rasterize dielines in PDF's, Photoshop documents or any linked image files.
- Identify any necessary scores, folds or drill holes on a separate layer
- When placing dielines, drill holes or score/fold lines, please use mathematical coordinates (i.e. do not “eyeball” measurements)
- Allied will provide dielines and/or templates if requested by the client

VARNISHES

- Please include varnishes on a separate layer if applicable
- Varnishes should be made from duplicates of originals to ensure proper fit
- Use the same silhouettes including vignettes for soft edges
- Use different colors for different varnishes within the same file (i.e. one color to indicate a spot gloss UV and another to indicate a soft touch varnish)



Base CMYK



Spot Varnish

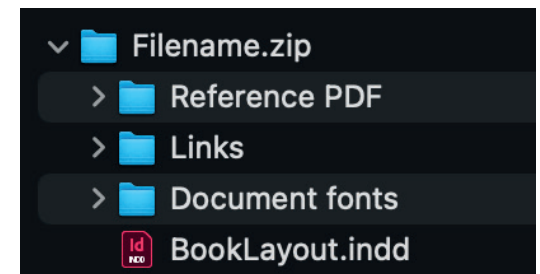


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FILE PACKAGING

- Whenever possible, use the “Package” feature within the native application to collect all files pertaining to the job
- All layout files, linked images and fonts should be included as well as a reference PDF
- Images used in linked AI/EPS files do not collect when a job is packaged and may need to be collected manually
- ZIP the file(s) prior to submission to ensure the integrity of the files during file transfer

When files are properly packaged, it allows files to be processed in a very efficient manner. It ensures that we are provided with only the files needed for the specific project. It also gives prepress the maximum ability to edit files if needed for corrections and to accommodate common production needs such as adjusting for crossovers and insufficient bleeds.

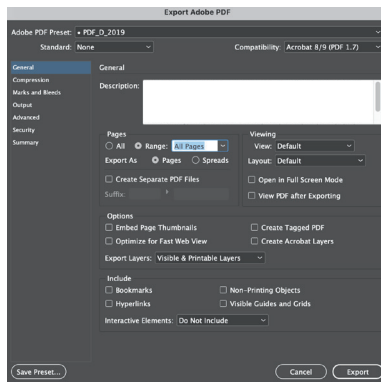


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HIGH-RES PDF EXPORT PRESET SETTINGS

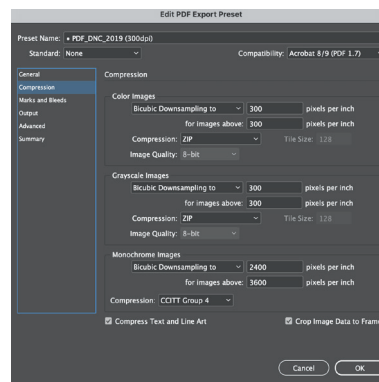
GENERAL PDF

Compatibility should be set to Acrobat 8/9 (PDF 1.7)



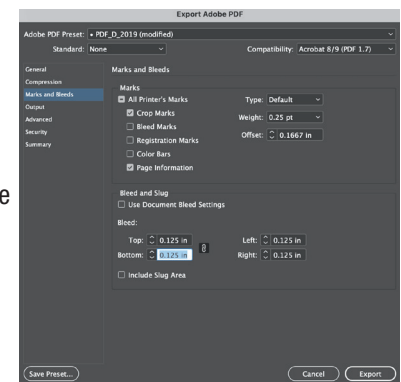
COMPRESSION

The compression settings shown are the minimum requirements to generate a high-res PDF



MARKS AND BLEEDS

Ensure that Crop Marks and Page Information are checked and bleed is set to a minimum of 0.125" all sides



OUTPUT

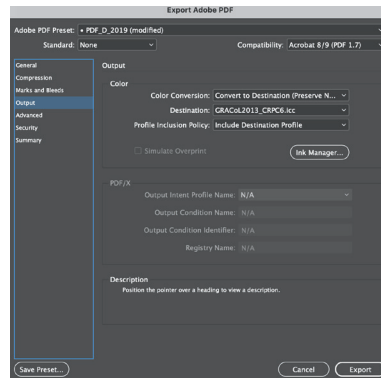
Allied uses the following color profiles for production:

Coated Stock:

GRACoL2013_CRPC6.icc

Uncoated Stock:

U.S. Web Coated (SWOP) v2.icc



ADVANCED

In order to fully embed fonts in the PDF file, set the "Subset fonts..." parameter to 0%

