



## File Preparation Guidelines for Printed Pieces

### **Q: What should I send?**

- Page layout files
- Support graphics that have been placed in the layout file
- All fonts used
- Hard copy proof (or clear directions for pagination)

### **Q: What programs and file formats do you support?**

- InDesign (preferred program for page layout)
- PDF (preferred file format for job submission)
- Illustrator
- Photoshop
- Freehand
- Quark
- EPS, AI, and TIFF (JPEGs may also be submitted but are not preferred)

For PDF file submission, be sure to embed all fonts and images and turn compression off in your distiller settings to ensure the best print quality.

If you are using a program or file format other than those listed above please contact us early on in the process to see if we are able to use and/or manipulate your files.

### **Q: How can I send you my files?**

Uploading via ftp (file transfer protocol) is an easy and convenient way for you to send you files to us. We have an ftp tool built into our website that is easy to use. Click [here](#) to upload via our ftp site. Please Zip or Stuff your files before uploading. Additionally we can also support a variety of media including CDs, DVDs and thumb drives.

### **Q: How can I expedite my project and reduce unexpected charges?**

It's easy! Just follow the guidelines listed below.

**Page Layout** - For multi-page documents we recommend InDesign or Quark. Although Illustrator and FreeHand can be used to create multi-page documents, we prefer you save elements from these graphics programs as EPS or TIFF files and place them in a page layout program. When creating a document, enter the actual trim size of your page in the document setup dialog box. Do not create your page on a larger page and then manually draw in the crop marks. Designate all bleeds by extending the image 1/8" off the page. Photoshop is the exception to the rule (we do not recommend using Photoshop as a page layout application). In order to create bleeds in Photoshop you will need to increase the width and height of the canvas size by 1/4 inch.

**Support Graphics** - All files should be created in the CMYK color space if printing in four color. RGB files will be converted to CMYK for output and may experience an undesirable color shift. The files that you "place" in your page layout program are pixel-based graphics (PhotoShop files saved as EPS, TIFF or DCS), and vector-based graphics (graphics created in draw programs such as FreeHand and Illustrator and exported as EPS files). These files, and the source files for the EPS's, must always be included with the files you send us even if you saved a copy of the file in your page layout. This will allow us to open a file and edit should there be a need. JPEG files may be used; however it is not a preferred format. **Resolution** – To take full advantage of Esprit's capabilities, artwork provided should have a resolution of 400 dpi for CMYK and 1200 dpi for bitmap images when placed at 100%.

**Fonts** – Be sure to include all fonts used, including fonts used in placed images. Even though many fonts are considered common there are a number of different font foundries that create fonts of the same name. Subtle differences in the font can cause text to reflow in an undesirable manner.