



*Marketing, Print & Design Specialists*

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## **Design and File Requirements**

### **File Formats:**

**Adobe InDesign, Illustrator & PhotoShop** up to CS3 (CS4 saved to .inx)

**CorelDraw** up to X3

**PDF** (Press Quality & Print Ready)

**Quark Xpress** Files should be saved to PDF prior to sending

The following files may be accepted, however, we cannot guarantee exact output as these applications are not designed for professional print output and may incur a conversion charge of \$20:

Microsoft Publisher (all fonts must be supplied. We will create a PDF from this document).

Microsoft Word (we can create PDF files, but we highly discourage use of Word for any professional print output).

Although we are a PC shop, we accept art files prepared in Macintosh or Windows platforms in appropriate cross-platform applications. When an application is not cross-platform, a Press Quality PDF file should be submitted.

### **Layout Requirements:**

- Files must include a .125" bleed if the item is to bleed off the page.
- Critical items such as page numbers and footers should be at least .125" from the edge of the final trim size (see Sizing Templates later in this document).
- Files prepared for mailing must adhere to mailing guidelines as indicated on our Sizing Templates.

### **PDF Guidelines:**

- Include all blank pages.
- Have all fonts embedded.
- Supply final trim size and without crop marks for non-bleed documents.
- Bleed pages should have image extend .125" past the final trim size and may include crop marks, offset at least .125" from final trim.
- Create with "Press Quality" setting in Adobe PDF Settings printing preferences.

**What to Submit:**

- The document itself in its respective application format.
- The fonts which you have used to create your document (in the case of Mac files, you will need to either convert your text to outlines or provide cross-platform fonts).
- The graphics placed/linked into your document.
- Optional: A color composition proof of your document, so that we may be sure that our files match you expect to see. We will, however, always provide a proof back to you, either as a press-proof or soft PDF-proof.

**Preparation Guidelines:**

- To ensure that all elements needed to process your job are supplied, certain guidelines should be followed when preparing to send files.

We suggest using the “Package” function in InDesign, “Collect for Output” in QuarkXpress, or “Prepare for Service Bureau” in CorelDraw. This will ensure, in these applications, that all linked or placed files are collected to transfer with your documents. If linked files are not supplied, it will delay printing of your job.

- Illustrator files should have linked files and fonts supplied with the .AI file, or images embedded into the artwork.
- When saving an Illustrator file to a PDF, the Document size must include bleed or the bleed portion of the artwork will not be saved. The document size for a 3 x 3 file must be 3.25 x 3.25 in order to include .125 bleed all the way around.
- Photoshop files should be a minimum 300 dpi at 100% scale and flattened if we are not going to edit your files for any reason. It may be preferred to create a PDF file.
- Provide all complete fonts used in your artwork. Text within your graphic elements may be more dependable if you convert text to outlines, paths, or curves, depending on which drawing program you use.
- Work with all graphic elements in the CMYK color mode. Avoid the RGB color mode if possible. RGB images will be converted to CMYK for our use, but be aware that color shifts may occur. Therefore, it is recommended that you convert images to CMYK so you can judge if it is the color desired.
- “Spot” or Pantone colors (PMS) in drawing and layout programs should be converted to CMYK process color. Pantone colors are not always converted to match in CMYK. You should check to see how your color will convert to CMYK before committing to print. BrightDart is not responsible for color shifts in PMS to CMYK color conversion.
- Graphics captured from the Internet (.GIF or .JPEG) are highly discouraged and generally unacceptable due to low resolution.
- Any black and white scanned photos must be in grayscale mode.

## **General Design Guidelines for Variable Output**

BrightDart can output variably printed documents. The true benefit of the digital press is variable data printing. With this process, elements such as text, graphics and images stored in a database may be changed from one printed piece to the next without interrupting the press run. For example, a set of personalized postcards, each with the same basic layout, can be printed with a different name and photo on each card.

Certain guidelines should be considered when preparing files for variable printing. If you have data from which we are obtaining items such as first name, last name, business name, etc., we can use that data anywhere on your printed piece, including placing that data on a personalized image, such as a license plate or hat.

### **Names**

A Name can be used anywhere in your text. Be aware that the length of the name may cause text to reflow causing undesirable line endings or text moving outside the boundary of a text box. Design with this in mind in order to avoid losing text or poor text placement or alignment.

### **Business Name**

A Business Name can be used anywhere in your text. Again, text can reflow when longer or shorter names are used. This is particularly important with business names and some business names can be lengthy.

### **Images**

Images can also be variable, such as a vehicle based on a previous purchase. Images supplied for variable images must all be the same size and resolution.

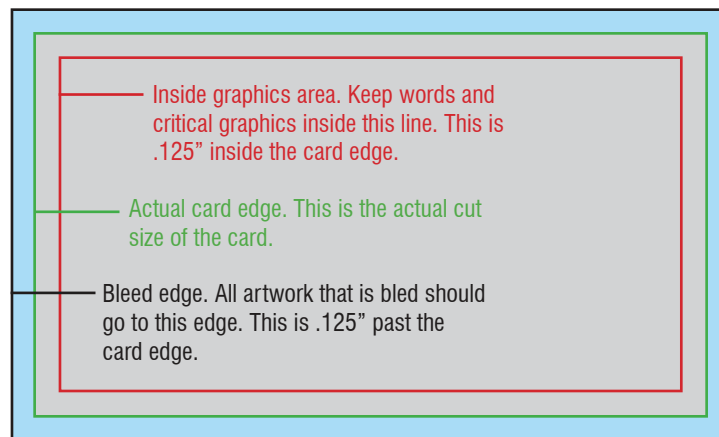
## **Image Personalization and Variable Maps**

Please contact us directly for more information regarding image personalization or variable mapping with your data. These options are extremely useful in raising your response rates. If you want to use this technology, we prefer to talk directly regarding your specific needs.

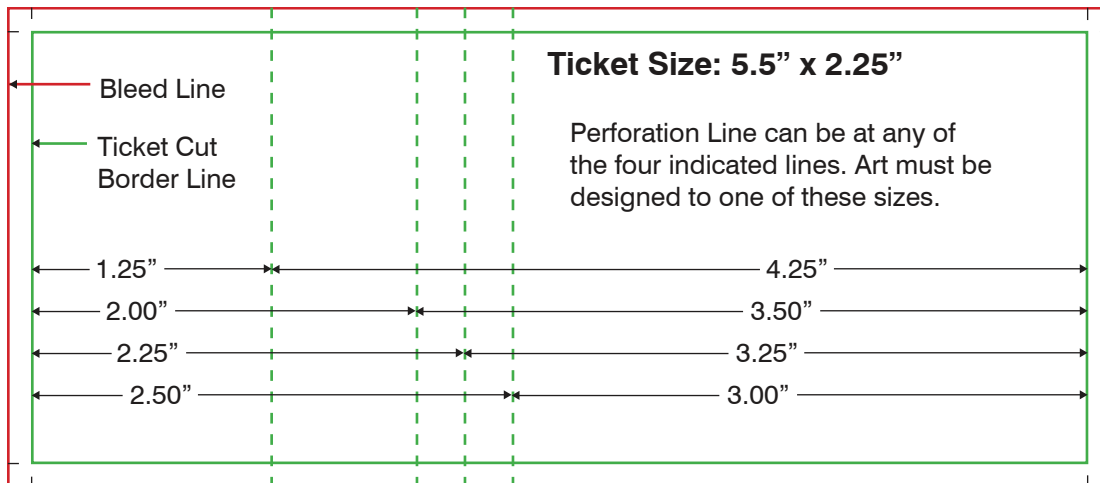
The following templates outline some of our standard design sizes and the requirements and measurements for the different elements associated with each design. Some templates shown in this document are not to scale. Specific PDF documents for any standard design can be emailed to your company upon request.

All designs that require bleed, no matter what size, always require .125 bleed on all sides. Documents need to be designed to include bleed. If you have questions about how this should be done, feel free to call us.

### Sizing Template for Standard Business Card 3.5 x 2.0

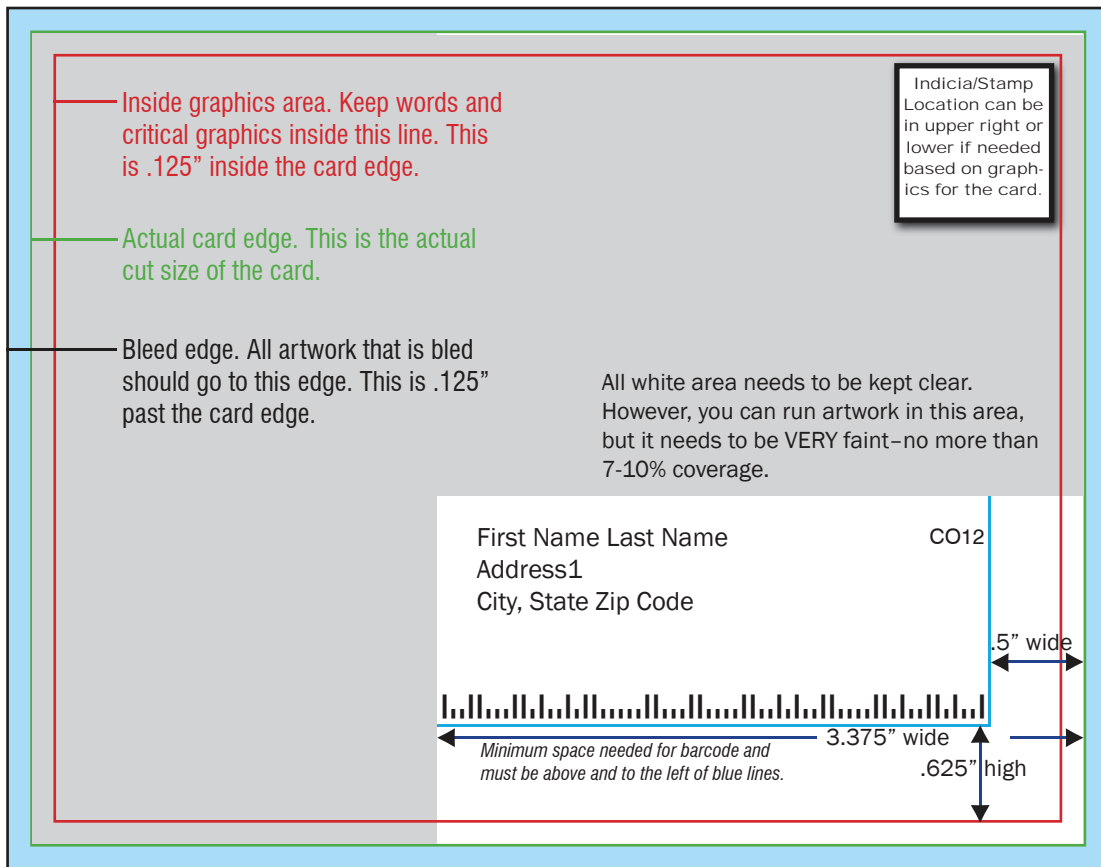


### Sizing Template for Perforated Ticket 5.5 x 2.25

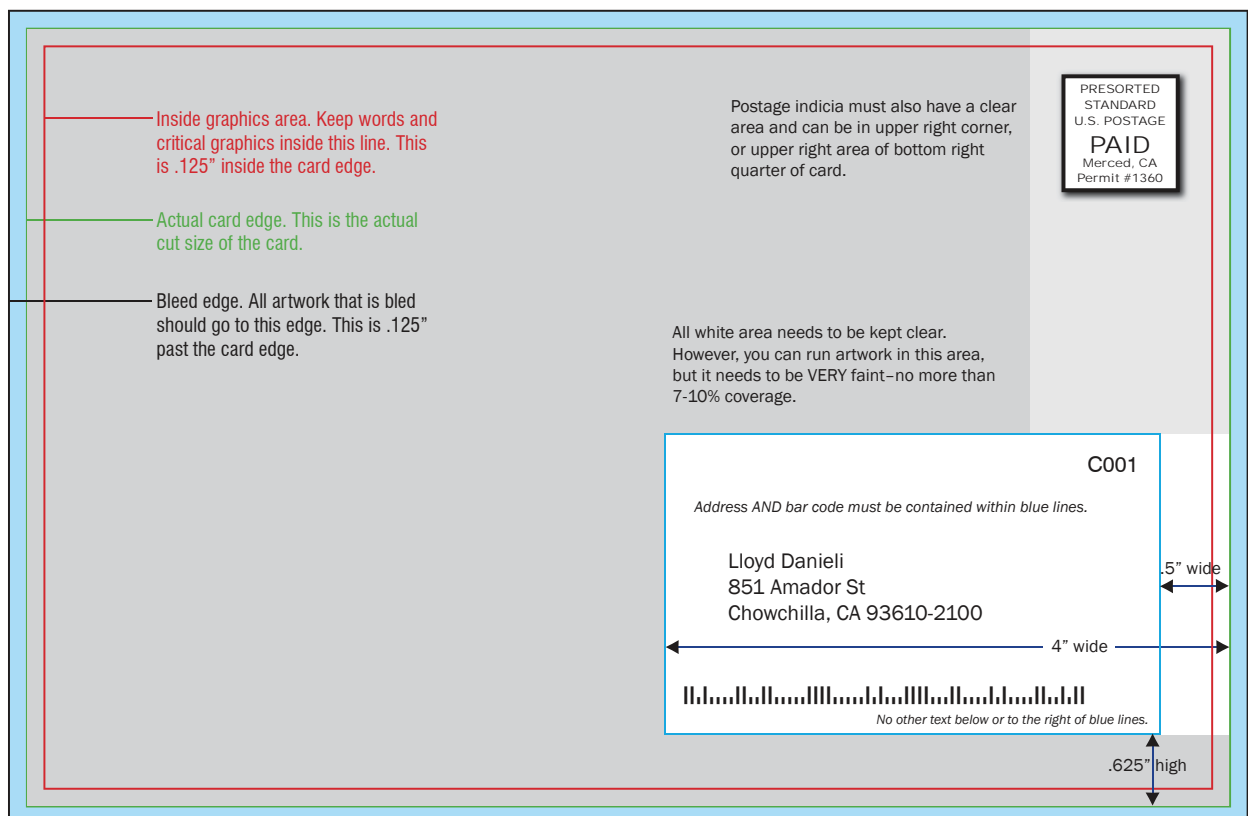


Tickets can be individually numbered on both sides of the perforation.  
Any perforation size needed other than above sizes will incur a \$25 programming setup charge.

### Sizing Template for 5.5 x 4.125 Postcard Mailer



### Sizing Template for 8.5 x 5.5 Postcard Mailer



Sizing Template for  
11 x 5.5 Postcard Mailer

**NOT TO SCALE**

