

Paragon Tips, Guidelines and FAQs

*This guide should answer most questions about preparing and sending artwork for printing.
If you have further questions, please contact your sales representative.*

DESIGN TIPS and GUIDELINES

When designing your printing project, there are a few standard rules to follow for trouble-free output. These are the issues that slow down or stop your job's progress to completion.

1: *Layout*

All text should be at least .25" from the page edge. Text should not cross a fold. This is called a "gutter jump" and can be difficult to read. Also, when designing a piece that folds, each panel is generally the same size, so turn off any margin settings and set up for multiple columns with no gutter to get perfect panels.

2: *Bleeds*

When a graphic or background color goes to the edge of the page, it must extend .125" past the page edge for adequate bleed. Then remember to export to PDF with crop marks and .125" bleed setting. This will ensure a clean cut with any trim variance.

3: *Colors*

Check that all colors are as specified. If your job is supposed to be 2 color, be sure it is set up as 2 SPOT COLORS in your swatch library - do not assume that if it looks like separate colors, they are spot colors. RGB images should be saved as CMYK and grayscale images should be black only - not RGB or CMYK. Also, never use Registration in place of Black.

4: *Graphics*

Graphics must be at least 300dpi for proper printing resolution. Web graphics are usually 72dpi and will not reproduce well when printed. Also, flatten all image files and reduce to approximate size before placing in your layout. Remember, RGB images should be saved as CMYK and grayscale images should be black only - not RGB or CMYK.

5: *Fonts*

Embed all fonts when exporting to PDF. This will ensure no substitutions occur due to font issues. Convert fonts to outlines when using graphic files like .ai or .eps.

Frequently Asked Questions

Q: *What file formats does Paragon Printing accept?*

A: Our PDF based workflow is the industry standard. To ensure the highest project quality and quickest turnaround, submit PRESS READY PDF files with CROP MARKS and BLEEDS. If it is a multiple page document, format as consecutive pages, not spreads. We will impose here.

Q: *What if I can't send a PDF?*

A: While we prefer PDFs, we will gladly process native file formats if needed. We support Adobe Creative Suite CC (InDesign, Photoshop, Illustrator), Quark Xpress, Microsoft Word, and Publisher files. You can package your InDesign file along with all fonts and graphics and send to us through the SEND A FILE tab on our website!

Q: *What if my job has problems I didn't catch.*

A: We will contact you after the preflight process if there are any design issues we cannot fix during the normal course of file preparation.

Q: *What file transfer options are available?*

A: We accept files via e-mail (10mb max) and for larger file transfers we recommend using our website, paragonprinting.com, and submitting through the SEND A FILE tab. We also accept Flash/Thumb Drives and Discs. Plus, we support other file transfer options like DropBox and HighTail. Just reference your sales representative's e-mail and notify them the job is on its way. *Also*, please send your art files separate from the mailing lists.