

safe zone



Concept Link, Ltd.
design print web

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Don't: DON'T end your background design at the **trim**
DON'T place your text outside the **safe zone**

Do: DO keep all important text/images inside the **safe zone**
DO extend the background to the **bleed edge**

Basic pre-press/pre-print guidelines for preparing your files for output.

Preferred File Types: Press Quality PDF, Adobe Illustrator .AI (CS4 or earlier), Adobe Photoshop (.PSD flattened to single layer), .TIF, .JPG, .PNG, .EPS

Resolution: Image (raster) files to be printed smaller than 13" x 19" (laser) should be at 300dpi at the size to be printed. Images (raster) files larger than 13" x 19" (large format inkjet) should be between 150dpi to 250dpi at the size to be printed. Note: *When placing images into InDesign and Illustrator Images should be the appropriate resolution at the exact size or slightly larger than the final intended size in your final product. .TIF files are preferred for use in Illustrator and InDesign. Taking the time to size your images properly will save you a lot of time in the long run by avoiding long unnecessary processing and rendering times while working on and outputting your designs. DO NOT paste images into your InDesign or Illustrator designs. Use the PLACE function. Do not Up Res your image files. Photoshop files with transparent mask should be saved and placed as CMYK PSD format. Merge all layers of your Photoshop files before placing into Illustrator or InDesign.*

Color Modes: (Photoshop: Image: Mode) Color images should be converted to CMYK color mode before placing into Illustrator or InDesign. Grayscale or Black and White images should be converted to GRAYSCALE mode. Gray images in RGB or CMYK format tend to print greenish or redish when not in GRAYSCALE format. (You may work in RGB format while creating and editing your images, but please convert to CMYK and size appropriately before placing artwork into InDesign or Illustrator.)

Exporting/Saving to PDF: When your file is ready for print: Save A Copy (Illustrator) Export (InDesign) as PDF. After naming your file and saving a PDF option dialog box will appear. At the top there are PDF Presets. Choose [Press Quality]. On the left pane choose (Marks and Bleeds) Set the "Trim Marks" button to ON and Bleeds set all four sides of the BLEEDS to .0125 if you have images/artwork that run outside the trim size of your document. *It is a very good habit to set bleeds to 0.125 in your Illustrator/InDesign document Setup when creating a new file even if you intend not to use bleeds. This will show a "bleed line" outside the document bounds to remind you to make sure your images bleed properly outside the trim line.*

These are basic guidelines for preparing your designs to print properly with less aggravation and headache. Very complicated designs and layouts will require extra care and consulting. If you have your source files on your laptop and are unsure of how to properly format and export for printing, please bring your laptop and we will assist you. **NOT following these guidelines may produce undesired and unexpected results.**

Full bleed images should extend beyond the Trimline to the Bleedline.

