earth enterprise
Creative Printers Since 1915

WBENC Women's Business Enterprise National Council

PRINTING GUIDELINES

If you are working from InDesign:

1) We must receive a packaged folder from you. That will include the InDesign layout, fonts and links used.
2) File > Package (Please use the packaging software included in InDesign).
3) Zip the folder and then send it over to us.

If you are working from Illustrator:

1) Same as InDesign but there is no simple function to package files. You must gather all the fonts and images used yourself.

OR

2) You can **outline** all the fonts and **embed** the images before sending files out.
  a) **Note:** If you outline and embed, we have little to no ability to edit the files for you.
3) Zip the folder and then send it over to us.

Images:

1) Resolution should be no less than 300 dpi **at size** being used.
  a) You may have an image that is 300 dpi, but if you blow it up that will bring the resolution down. i.e. a 300 dpi image being used at 200% will be 150 dpi resolution.
  b) You can check the resolution of an image in InDesign in the LINKS window.
2) Black and White images should always be Grayscale. If they must be in CMYK mode, it is best that they are black dominant. Meaning the cyan, magenta and yellow values are the lowest in the image.
3) Color images should always be CMYK.
  a) If we are retouching your images and they come in as RGB that is OK, we will convert for you.
  b) Please inquire about **DMAX/total ink limit.** Images must have a certain total CMYK ink percentage to print correctly, depending on the paper stock. If you are printing on **coated paper** the **maximum** DMAX is **320%. Uncoated paper** the **maximum** DMAX is **280%.** And **newspaper stock** the **maximum** DMAX is between **240% and 260% (however, please inquire about newspaper DMAX before submitting final art).**

Fonts:

1) Black type should ONLY be made up of black. NO, cyan, magenta or yellow should be used.
2) Grey type, same thing. It is best to use a tint of black OR a Pantone color. However, any tint over 90% black should be set to 100% black.
3) Type is best produced if they are of the vector form. i.e. Created in InDesign or Illustrator, NOT Photoshop.

Strokes (which commonly make up floor plans, graphs, charts and maps):

1) Black strokes should ONLY be made up of black. NO, cyan, magenta or yellow should be used.
2) Grey stokes, same thing. It is best to use a tint of black OR a Pantone color.
3) Strokes are best produced if they are of the vector form. i.e. Created in InDesign or Illustrator, NOT Photoshop.
4) Stroke weights should be no less than 0.15 pts **at size** being used.
  a) Keep in mind if you reduce the size of the floor plan file (or other type of file using strokes) in InDesign, it will bring the stroke weights down. Which could be less than 0.15 pts.

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Bleed & Safety:

1) Bleed needs to be an 1/8 inch (0.125 in) outward on all sides from the trim.
   a) Bleed ensures no hairlines of white paper showing on your job.
2) Safety needs to be an 1/8 inch (0.125 in) **minimum** inward from the trim on all sides. However, 1/4 inch (0.25 in) margin is more ideal. Safety ensures no type is in danger of getting cut off.
3) i.e. Bleed 4.25 x 6.25 / Trim 4 x 6 / Safety 3.75 x 5.75

Dielines/Foil/Spot UV:

1) The stroke should always be a SPOT color and named “DIE” or something of the like.
2) The stroke should always be set to OVERPRINT and a no color fill.
   a) You can find overprint options in the ATTRIBUTES window in either InDesign or Illustrator.
3) Foil stamping, embossing, spot uv etc. should also be set up as a SPOT color. This way it is clear to us. And also set to OVERPRINT and on its own layer.

Books & Newspapers:

1) **Saddle Stitched** books can be set up in printer spreads/facing pages. The page count MUST be divisible by 4.
2) **Perfect Bound** & **Wire-O** books MUST be in single pages with bleed on ALL sides.
   a) With perfect bound books you must account for the 1/4 inch (0.25 in) hinge; where the content on the first and last pages of text will be shortened by a 1/4 inch (0.25 in) on the binding edge. Make sure all of your art is cleared from the hinge/binding edge.
   b) Also with perfect bound books, the cover should be designed with a spine. Please provide the front cover, inside front cover, inside back cover, back cover and spine in one document. The cover should be designed opened/flat. i.e. An 8.5x11 book with a 1 inch spine, the **flat** size for the cover should be: 18x11. Don’t worry about the exact size of the spine as we will adjust it as needed.
   c) Text pages for perfect bound books should be in their own document. It is also very important to keep type and important content outside/away from the gutter.
   d) If you are considering at Gate Fold Cover for your perfect bound book, please make sure the outside panels (the panels that will be folding inward) are an 1/8 inch (0.125 in) shorter.
3) **Newspaper** jobs have the following specifications for file set up:
   a) Document size options are limited, so please contact us prior to submitting final art.
   b) OK to set up in printer spreads/facing pages.
   c) ALL content must be within a 1/2 inch (0.5 in) margin.
   d) Do not use reversed, screened or tinted text smaller than 12 pt. Text smaller than 12 pt. should be 100% black or 100% knock-out to white and not 4-color process since it may not be legible.
   e) **Images: 1.** Maximum DMAX is between 240% and 260%. However, please inquire about Newspaper DMAX before submitting final art. **2.** All art must be saved as CMYK, not RGB or indexed color. **3.** Black and white images need to be in grayscale color mode. CMYK black and white images processed as grayscale will print very dark. **4.** All images must be flattened.

Please send files only when you have all components ready. It is best not to send us a job in bits and pieces, to avoid any confusion.

Files can be sent to us via our website:
https://spaces.hightail.com/uplink/GreenEarthEnterpriseDropbox

Or via your method of choice, flash drive, an email link, ftp, dropbox or WeTransfer.

It is always a huge help for us when submitting **revised files,** that you name the files differently and let us know what the changes are. This way there is no confusion and the old files won’t mistakenly be used.

If you are making changes to the InDesign file only, or changing one or a few images… ONLY send us what you have updated. i.e. the new InDesign and the new images. You do not need to package all the files again and resend. This will save a lot of downloading time.

Also, if we provide a file to you that we have already prepped to make type corrections to, you MUST work on that file only and send that back to us with your changes. This way we do not have to do the work all over again and add time to the project.