

Best Practices for Preparing Layout Files

- ▶ **Use Industry Standard Software:** Design your layout using either Adobe InDesign or Illustrator. These programs offer robust tools for creating print-ready files. We do not recommend using Photoshop to layout your files.
- ▶ **Set Up Correct Document Size and Bleed:** Ensure your document size matches the final print/trim size, and include bleed if necessary. Bleed extends the artwork beyond the trim edge, preventing any white edges after trimming.
- ▶ **Maintain High Resolution:** Use high-resolution images (300 dpi standard and 150 dpi minimum) to ensure crisp printing quality. Low-resolution images can appear pixelated or blurry when printed.
- ▶ **Convert web file formats to print file formats:** PNG and SVG are file formats that are meant for the internet and have RGB color mode. PNG files should be converted to CMYK or grayscale in Photoshop and saved as a PSD file format to maintain transparency. Also it is recommended to have your logos in a vector format such as AI (Illustrator) or EPS instead of using PNG. SVG files should be converted to CMYK in Illustrator (make sure any brand color matches your CMYK build in your brand guidelines) and saved as AI (Illustrator) or EPS.
- ▶ **Check Color Mode:** Set your document color mode to CMYK for full-color printing. Avoid using RGB colors, as they are intended for digital screens and may not reproduce accurately in print. Check your black type or graphics to make sure they are set up to print black only and not a CMYK mix. If you have color corrected your photos you can leave them in RGB, otherwise please convert all images to CMYK using the Coated GRACoL2006 (ISO 12647-2:2004).
- ▶ **Proofread Thoroughly:** Double-check all text and graphics for accuracy, spelling errors, and grammar mistakes before sending the file(s) to us.
- ▶ **Practice Good File Hygiene:**
 1. Make sure your filenames are descriptive, but not too long (32 or less characters). A possible format could look something like, ProjectName_Product_MMDDYY.indd (eg. SummerDeals_Postcard_050424.indd)
 2. Remove all unnecessary layers, unused swatches, and extraneous objects outside your pasteboard.
 3. Consolidate your “brand” colors in the swatches palette and make sure they are used consistently throughout your design and assets. Using the same name, CMYK process build and designating process or spot separation for colors will help to ensure good color reproduction throughout your designs.
 4. Check your Links panel to confirm that all assets are accounted for and updated. Missing links will not be included in your package.

Export PDF Files of Final Designs

- ▶ **Export (InDesign) or Save (Illustrator) a PDF File:** Please use Point B pdf export preset when exporting/saving pdf files. It can be downloaded from our “Send File” page on our website and load through File→Adobe PDF Preset→Load(InDesign) or Edit→Adobe PDF Preset→Load(Illustrator).

Package Native Files

- ▶ **Packaging InDesign files:** Go to File → Package in the main menu, or hit Option+ Shift + Command + P. Next, you'll see a window containing a summary of your file information. Any errors need to be fixed before proceeding to the next step. You also have the option of reviewing your file information in more granular detail in the menus on the left. Hit the Package button to proceed to the next step.

In this final window, you'll select a destination folder for your collected files. Please select the following items before clicking the Package button:

Save As: PointB_Packaged_Files

Tags:

Where: Documents

Copy Fonts (Except activated from Adobe Fonts and non-Adobe CJK fonts)

Copy Linked Graphics

Update Graphic Links In Package

Use Document Hyphenation Exceptions Only

Include Fonts and Links From Hidden and Non-Printing Content

Include IDML

Include PDF(Print) Select PDF Preset: PointB

Instructions...

View Report

Cancel Package

- ▶ Click Package and all files will be collected in the defined file folder.
- ▶ **Packaging Illustrator files:** Go to File → Package in the main menu, or hit Option+ Shift + Command + P. Next, you'll see a window containing options that should be selected like the screenshot below.

Package

Location: /Document/

Folder name: PointB_Illustrator_Package

Options

Copy Links

Collect links in separate folder

Relink linked files to document

Copy Fonts (Except Adobe Fonts and non-Adobe CJK fonts)

Create Report

Cancel Package

- ▶ Click Package and all files will be collected in the defined file folder.

Send Us Your Files:

Compress Files for Transfer: Right click → compress to make a .zip file of each file package folder for transfer.

Upload Your Files: Please use our Send File link (<https://uploads.pointbsolutions.io/>) to upload your files to our secure FTP site and notify your Sales/Customer Service person of your uploaded files.