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DIGITAL PREPRESS FILE PREP

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1) File Set-Up

Project Type

There are many different types of print projects: posters, datasheets, folding brochures, booklets, books, presentation folders. The files must be set correctly to match the job.

See diagrams for common [brochure](#) and [book](#) project styles.

*For packaging projects, we have a separate document.

Page Layout & Bleeds

- Please provide your layout documents as single pages, created to the correct trim size, with a **minimum of 1/8 bleed** on all trim edges.
- Avoid re-formatting your document into "printer spreads." The imposition to "printer spreads" is a standard service provided by Moquin Press.
- Avoid reformatting your document into " printer's spreads" for book files. Moquin Press uses sophisticated imposition software for many binding styles, which can apply page creep as needed.
- For folding brochures allow for a 1/16" short panel for correct folding.
- Select your document size equal to the final trim size (i.e. size is 8.5" x 11" = document size 8.5" x 11").
- Select your document size equal to the final trim size (e.g.: printed page size is 8.5" x 11" = document size 8.5" x 11").
- Perfect-bound or wire-o-bound projects require bleed on all four sides of each page.

Supporting Art Files

Use "Package" (InDesign & Illustrator) to gather supporting art files to send to Moquin Press.

Dielines

Please contact your Account Representative to discuss requirements before sending us your dieline files as we may have existing CAD shapes all ready to use.

- Dielines should be created with a one-point rule and defined as spot-color.
- Place "Dieline" color in a separate layer in your layout document.
- Use dotted lines to indicate fold.
- Use solid lines to indicate cuts.
- The trim size should be the same as the dieline size.
- Artwork built to Moquin dielines should be accurate to the dieline.
- Our dieline should never be scaled.
- Please be very accurate when creating dielines. We have an in-house CAD department so we offer this service as well.

PDF

PDFs are the preferred method of supplying a print-ready document. However, the PDF file must be created for commercial printing applications. We can provide you with a preset file to help you create your PDFs. Please contact your Account Representative for our Adobe CS Preset setting for creating PDFs.

- PDFs must be set as single pages, not spreads.
- Pages must include crop marks with 1/8" bleed and trim marks must be 1/8" outside the trim area.
- Fonts must be embedded.
- Images must be high-resolution (300ppi).
- CMYK color space.

Please keep in mind that Moquin Press's ability to make changes or color adjustments to PDF files are limited and not advisable.

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2) Color Management

Moquin Press uses GRACoL7 color management. Be sure your document is in CMYK mode. Avoid creating color swatches in RGB and LAB mode as they may cause unintended results in the rip.

How to Handle Spot Colors

If Pantone or special-mix inks will be used in your project, they must be defined as spot colors in the layout document and all supporting artwork. Please ensure that the same naming convention is used throughout for each spot color. If you intend to print your project with process colors but have spot colors defined within the document, unexpected results may occur, especially when used in combination with "transparency." Please convert these colors to process (CMYK) before supplying your files to Moquin Press.

*Please go to the swatches pallet and delete unused colors from all artwork and layout documents.

Varnishes

- Varnishes should be placed on a separate layer.
- Select a solid spot-color and name it with the appropriate varnish treatment (e.g. SGV, SDV, SGUV, etc.)
- All varnish treatments must be colored as solids.

   *Screened varnishes are not recommended.

Other Post-Press Artwork

Emboss, deboss, foil and spot UV coating should be supplied as vector artwork on a separate layer.

- Create a new layer and name this layer according to the Post-Press treatment (e.g. emboss, deboss, foil, etc.)
- Add a new spot-color to the palette and name the selected spot color according to the post-press treatment layer (e.g.: emboss, foil, etc.)
- Colorize the object intended for the post-press treatment, using the selected spot-color.

Color Management for Proofing

If you rely on your in-house proofs to evaluate color or if you intend to send your in-house proofs to Moquin to match on press, your proofs must be calibrated to GRACoL 7 standards. The GRACoL profile must be installed in the front-end (RIP) of your proofing device. Color-critical images and color tints that are viewed and evaluated on design studio monitors and/or with non-GRACoL calibrated in-house proofs cannot be guaranteed to print accurately. The GRACoL profile settings are available through Moquin Press's Prepress department.

*Please contact your Account Representative for more information.

3) Working with Images

Image Resolution

Moquin Press's standard effective resolution* is 300 ppi. Images with resolutions below 250ppi may show visible artifacts and unsatisfactory image qualities on the printed page. Supplied images with effective resolutions above 450ppi will be down-sampled to 300ppi by our automated Prepress workflow.

- 300ppi resolution ÷ 50% scale = 600ppi effective resolution
- 300ppi resolution x150% scale = 200ppi effective resolution

For best results, scale your images in the native application and place the images at 100% in the layout document.

*Effective Resolution: resolution ÷ % or x % scale

Images with Pantone Colors

Duotone and Tritones can be easily created in Photoshop. However, more complex spot-color creations in images, such as the use of metallic inks, can be more challenging. Please ask your Account Representative for assistance in creating Duotones and Tritones that meet your expectations. We encourage you to do a press test for the best results.

RGB to CMYK Conversions

Moquin's Prepress workflow accepts images in both CMYK and RGB, however, we encourage you to convert images to CMYK before file submission. Moquin Press offers color correction and retouching services.

RGB and CMYK images can be color corrected to achieve superior color results on proofs and the printed page.

Color profiles to avoid: ProRGB and Generic CMYK, both offer poor color results.

4) Proofs

Loose Proofs

If your project has color-critical images or a large volume of digitally captured images where color accuracy is important, you may wish to review loose proofs of your images in advance of submitting final files. This will often save revision costs and avoid delays to your production schedule.

If your images will be scaled in the final layout document, please provide this information and we will scale the images to reflect the final image size on the loose proofs.

To avoid disappointments, please consult with your Account Representative before you begin working on a color-critical project. We can provide color-calibrated intermediate proofs early in the production stage.

Contract Proofs

For the majority of print projects, we provide different contract proofs.

- Cannon for content, imposition, and composed proof for approvals.
- Epson Inkjet Proof or an Indigo Press-Proof for color approvals.
- Epson Inkjet Clear Overlay for Varnish and PMS colors.

Proofing Duotone and Tritone Images

For the proofing process, these images will be converted to CMYK and presented in a simulated form. The proofs will look different than when printed with Pantone inks. For color-critical work printed with Pantone inks, Moquin Press can provide press-proofs. Please ask your Account Representative about this option and the costs related to press proofing.

5) Font Management

Supply all Necessary Fonts

All fonts must be supplied with your files. Moquin Press will use only your provided fonts to produce your project. Missing fonts will cause an immediate halt to your project.

Use "Package" (InDesign & Illustrator) to collect fonts, along with all artwork. Fonts used in artwork files must be supplied as well.

Some applications may allow you to apply attributes to your font (e.g., italic or bold). Please avoid doing this, as that font may not exist and your output may not turn out as expected.

For complex shape **foreign language** fonts please outline text.

6) Finishing

The finishing process could affect the layout and the position of the page content. In the event you are producing a bound product or a product with complex folding, the best way to prepare your files is to work from a pre-production paper mock-up.

Perfect-bound Project

There are a few things to consider when creating a perfect-bound project.

- The cover document should be provided as printer spreads with the front cover, back cover, and spine built to the correct dimensions.

- The spine width and hinge score sizes must be provided by any outside bindery based on the number of pages.

- Another consideration is the 1/4" hinge score affecting the visible area on the inside front and inside back covers as well as the first and last text pages. Design elements should be outside this 1/4" hinge area, and image or text crossovers within the text pages should be considered carefully.

- Approximately 1/8" of the content close to the spine tends to be obscured due to the rigidity of the standard perfect binding.

For lay-flat perfect binding layouts, please contact your Account Representative.

Folded Panels

Projects with panels that fold to the inside must be recessed (shortened). The minimum recessed amount should be 1/16" to allow the piece to fold flat without buckling but this should be a conversation with your Account Representative based on stock thickness.

If your project is printing on a heavy cover stock, it may be necessary to increase this amount. It can be confirmed with a pre-production paper mock-up. Indicate folds with a non-printing dotted line placed on a separate layer in your layout document.

Drilled Holes

Projects with drilled holes may affect the page content. Establish a safe margin in the spine to avoid drilled holes in the live area of the page layout. Confirm the position of the holes with a preproduction paper mock-up.

Examples of binding methods affected by hole drilling:

Wire-o , Spire-o, Chicago Screw, Grommets, Eyelets

Whenever possible, create and place a dieline element on a separate layer in your layout document to represent the size and position of drilled holes.

7) File Submission Information

Electronic File Transfer

Please contact your Account Representative to request your secure upload account credentials. Keep file names fewer than 20 characters in length, using only alphanumeric characters when possible. Remove all spaces from your names (replace with underscore) and never use a colon, forward slash, backward slash, or symbols (&,$,#, etc).

Versioning

If multiple versions of a single file are required, please supply each version on a separate layer.

8) Checklist

The PDF has bleeds using Moquin presets.

- ☐ Trim Size is correct.
- ☐ Number of pages is correct.
- ☐ The document was created in single pages, with no spreads, except for folding brochures and perfect bound covers.

  Colour critical images are in CMYK.
- ☐ Black type is 100%K, not a 4 color mix.
- ☐ Image resolutions are between 250ppi and 400ppi at the actual placed size.
- ☐ All fonts are embedded.
- ☐ Spot-colors are consistently named throughout all files.
- ☐ Avoid "Registration" as a color swatch.
- ☐ Spot-colours were converted to CMYK if job specifications allow for process colours only.
- ☐ Post-press applications (dieline, varnished, folds, drill holes, etc.) are on a separate layer named accordingly and created using a spot color set to overprint.
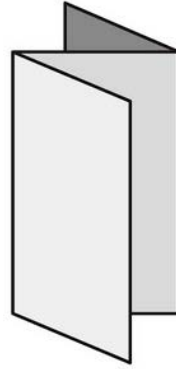
Common Brochure Styles
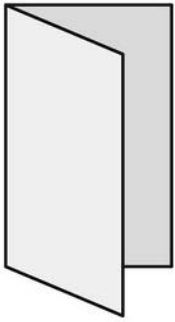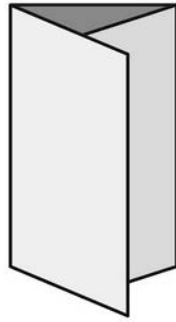
Half-Fold

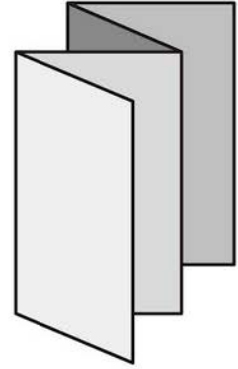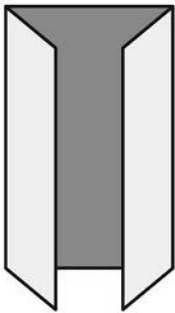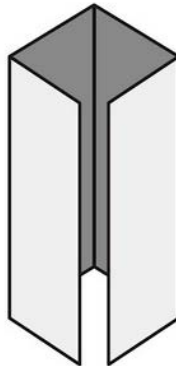***Tri-Fold**
(3-Panel Roll Fold)
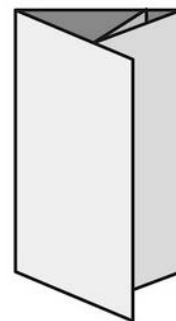
Z-Fold
(3-Panel Accordion Fold)
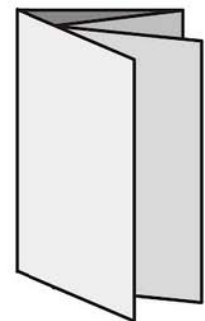
**4-Panel
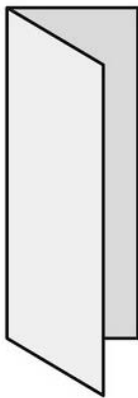Accordion Fold**

***3-Panel
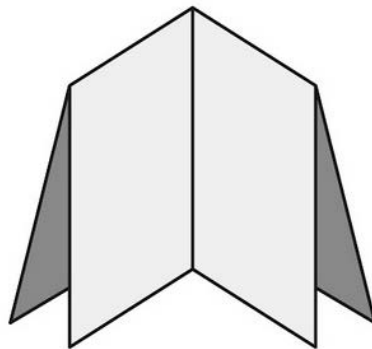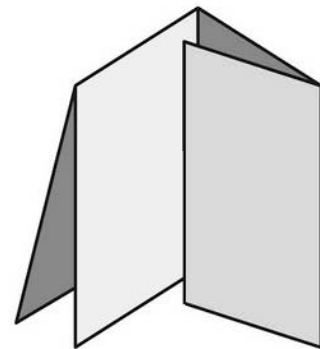Gate Fold**

*Double Gate Fold

*Roll Fold

***Double
Parallel Fold**

Vertical Half Fold
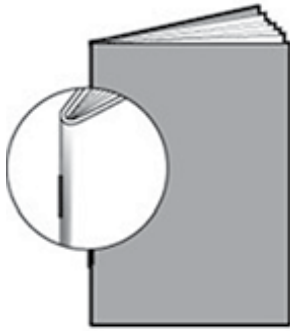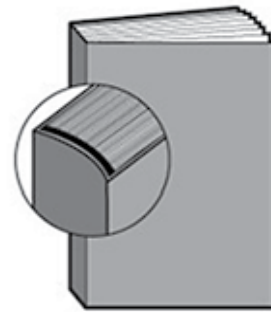
French Fold
(Quarter Fold)

*Map Fold

1 **Saddle Stitch**
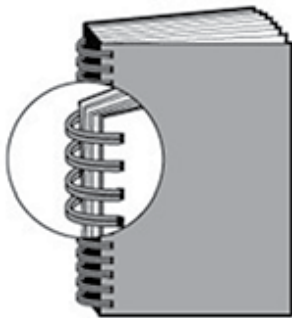
2 **Perfect**

3 **Double-Loop Wire**

(wire-O)

4 **case**

Adhesive & smythe sewn
options are available