

# File Preparation Guidelines

## Color Usage

Files should be formatted in CMYK for results that match better to expectations. RGB and PMS colors will be converted to CMYK but may not exactly match the designers intent. If the intention is to print using PMS spot colors, they need to be present in the job's color palette. If you intend to print with a custom spot color that differs from an official PANTONE® color be sure to NOT name that color in the swatch palette using the standard PMS naming convention such as PANTONE 185 (C,U, CVU, etc).

## Color Management

If you are familiar with color management and are currently incorporating it into your workflow, feel free to use our working ICC press profile. It can be downloaded at [http://www.wrightbg.com/downloads/GRACoL2006\\_Coated1v2icc.zip](http://www.wrightbg.com/downloads/GRACoL2006_Coated1v2icc.zip). If you have a calibrated monitor and use this profile in your color workflow, this can give a more accurate display of your work. It represents the available color gamut of our sheetfed presses. Our web and rotary presses are G7 grayscale compliant meaning even though they have a smaller available color gamut, they share a common gray balance.

## Graphic and Design Considerations

There are many design and layout options that may impact the final project depending on paper, press and limitations in the printing process. Some of the most common problems are shown below.

- The use of small fonts or thin lines in multiple colors or reversed out of an image or color background may not reproduce well.
- Avoid fonts smaller than 8 point or .5 point lines when designing for best results.
- Large black areas should be built using a rich black mix. 60c 40m 40y 100k provides a deep neutral black that is suitable for larger areas, but not type or thin lines.
- All type smaller than 14 pt should be built with black ink only.
- Gray areas built using a CMY mix vs. K only can shift in color depending on the balance of the CMY causing a warmer or cooler appearance.
- Large solid color areas are more difficult to maintain consistency depending on other elements on the page.

## Resolution

Images should be an effective resolution of at least 300 dpi to avoid blurry or pixelated images. Be aware that enlarging an image in a layout program decreases the resolution. All line art or geometric shapes should be vector art, which can be enlarged with no loss of quality.

## Bleeds, Safety Area, Borders and Trims

- All artwork should have .125" bleed extending beyond the finished trim and crop marks starting no closer to trim than .125". This assures a final trimmed product that does not have any white areas showing along the trimmed edge.
- Safety area concerns the placement of text or critical elements too close to the trim. Maintain at least a .125" distance from the trim to prevent elements from getting cut off.
- Borders that extend around the finished piece should be a minimum of .125" in width. Anything smaller than that can be difficult to trim and maintain border width consistency.
- When exporting your document to PDF, be sure that crop marks are turned on to specify the trim area, and that bleed is showing for any file with elements that extend beyond the trim.
- Facing pages in reader spreads can be accommodated if necessary, but this is not preferred. Do not build in printer spreads.

## Fonts

Choose the specific font you wish to use that contains the attributes you want, i.e. bold, italic, etc. Do not stylize fonts - if you italicize a font that does not contain a specific italic attribute it may not print the same way as it appears on your monitor.

Package or collect all fonts when saving your original file and provide them to the printer. That way the file gets processed using the same fonts it was created with.

You can also change all fonts to outlines which turns the characters into paths or vector elements which do not require the font to be present. One drawback to this is that you can no longer edit text in the document - you must go back to the original file to add or revise text.

## Formats

The following print-ready file formats are accepted:

- **Adobe InDesign** ✓ Preferred  
Use the "package" option from the file pulldown menu to include all fonts and links. Supplied Creative Cloud files should include an IDML file as well.

- **Adobe Acrobat PDF**  
Reference "PDF Output Specifications" below
- **Quark**  
Check Utilities > Usage to verify all fonts and links are valid then go to File > Collect for Output.
- **Adobe Photoshop**  
Primarily for images and not to be used as layout.
- **Adobe Illustrator**  
Ideal for vector and structural/packaging-based artwork.  
Can be problematic when used as a layout application.
- **PC-based Microsoft Word**  
Saving the document as a PDF; select print > Adobe PDF printer > properties > high quality print > OK

### PDF Output Specifications

Wright's recommended PDF settings can be downloaded directly from [http://www.wrightbg.com/downloads/WBG\\_PDFsettingsjoboptions.zip](http://www.wrightbg.com/downloads/WBG_PDFsettingsjoboptions.zip). If you choose to not use our default settings please follow the PDF/X1a, PDF/X-3 or PDF/X-4 standard. Please be sure to verify all fonts are embedded and bleeds are set at a minimum of .125" on all sides.

### Die cuts and Special Coatings

Die cuts need to be built as vectored linework; preferably created in Adobe Illustrator or Adobe InDesign.

- DIE CUT shapes should be built as a .5 point vector stroke of 100% spot color named "Dieline" and set to overprint.
- SPOT UV elements should be filled with 100% spot color named "SpotUV" and set to overprint or Multiply.
- Spot Dull/Gloss Varnish elements should be filled with 100% spot color named "DullVarn" or "GlossVarn" and set to overprint or Multiply.

### File Transfers

Most small files (10 Mb or less) can be emailed directly to your CSR. Larger files can be sent via the following methods.

- **Hightail**  
No account setup needed. Notify your CSR of the file transfer by stating it was uploaded via the WBG Hightail account.  
<http://www.wrightbg.com/sitedrop>
- **WBG Upload Portal**  
<http://www.wrightbg.com/uploadportal>  
Follow instructions to initiate new account, response time typically takes 5 minutes or less during business hours.
- **FTP and sFTP**  
Contact your CSR to initiate a new account

Questions or concerns? We're here to help!  
Contact the appropriate WBG Prepress Department Manager

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