

VCP FILE SUBMISSION GUIDE FOR OFFSET PRINTING



Preferred File Formats

PDF • InDesign • Illustrator • Photoshop

Other Accepted File Formats

EPS • TIFF • JPEG

Images

EPS • TIFF • JPEG • PDF • PSD • PNG

- **300 dpi** is the minimum acceptable resolution for quality reproduction.
(all images under 300 dpi will reproduce poorly on press)
- Convert all **RGB** images/documents to **CMYK** before submitting the files.
(Not converting the color may result in undesirable issues)
- Do not reduce, compress or flatten image files. *(This allows later edits to be possible)*
- If sending layered PDF file with text, make sure the text is **1-Color Black** and provide fonts.

Create a press ready PDF

- Make sure that you created your document with 1/8" bleed on all 4 sides outside the trim.
- Make sure that all text and non-bleeding content is at least 1/8" from the trim.
(More space may be needed depending on page count)
- Select Press Settings (**High Quality Print**) when creating PDF *(Do not use PDF/x settings)*
- Check off the box for trim marks and check off the box for bleeds.

Colors

- Make sure the text is **1-Color Black** ($C=0\%$ $M=0\%$ $Y=0\%$ and $K=100\%$). *(To avoid offsetting and registration issues).*
- **Solid black background** should be represented as $C=60\%$, $M=40\%$, $Y=40\%$ and $K=100\%$.
- **True Blue** should be represented as $C=100\%$ $M=65\%$ $Y=0\%$ and $K=0\%$ to avoid purple/blue.

Fonts

- Please be sure to supply the fonts that are used in your publication. *(If we have to substitute your fonts for our fonts, text may re-flow incorrectly)*

Packaged Files

- Packaged files will place all printing files, links and fonts into one folder.
(This is required when submitting native working files)

Spot/PMS Color

- Specific pantone colors can be requested. *(Spot/PMS colors will be represented as its CMYK equivalent in any hard color proofs provided)*

Spot UV/Emboss/Foil

- Please provide a separate file or separate layer within a working file for each finishing option. Each option needs to be provided as 100% of a single CMYK separation.
(Black is generally used but others may be used if multiple layers are needed)