How to Create a Print Ready PDF

In order to standardize the print, the files have to meet several prerequisites for us to accomplish our work on time, accurately and with high quality. The below mentioned instructions apply to offset printing, digital printing, as well as printing with a plotter.

- This implies classical PostScripts (extensions .PS or .PRN), as well as PDF or PDF/X formats, PostScript or PDF-files have to be composite and not pre-separated,
- The digital imposition software requires that the pages are centered within the format,
- The book block has to be within one file, each page separately,
- The cover sheet has to be spread with the stated dimension of the spine,
- Crop marks have to be included so that we can check the format and the exact positioning of the page within the printing sheet,
- The fonts have to be in vectors or embedded in the file,
- When naming the files, we kindly ask you to avoid Croatian letters and non-standard characters.

1. Bleeds

A bleed should be used when an object in your document is meant to go to the edge of the printed page. A standard bleed is 3mm (0.125"). Using a bleed gives some extra room to ensure that your piece is cut down to size correctly.

2. Image Resolution

It is important to always use high-resolution images when creating a printed piece. The higher the resolution, the sharper your image will look. Ideal image resolution is 300dpi.

3. CMYK color

It is important that your document is created using CMYK in order to produce the most accurate color possible, especially when working with images and bright colored objects. Most images use RGB color, which can make them appear slightly brighter than they will actually print.

4. Safety margins

Text files require a minimum 5mm safety margins. You can have larger margins but not smaller margins, otherwise your text may be partly cut out.