

Guidelines to create a print ready PDF, for digital printing with white ink, plus die-cut

A print ready PDF must meet certain criteria for your file to print without problems. All print ready PDFs need to contain the following:

- The document's page size is the finished trim size.
- Fonts are embedded.
- All image resolutions are 300 dpi at 100% of the final image size.
- Images are embedded in the file.
- Files are supplied with .125" bleed.
- Any trim, score or fold marks are indicated and at least .125" outside the live print area.
- The file is supplied as four-color process CMYK and not RGB color space, plus **spot colors** for white, Cut & Crease.
- For die-cutting on the Esko, die-lines must be **spot colors** named like this: **Cut** for lines that cut out, and **Crease** for lines that fold. Note that these names are case sensitive, they must have a capital C. *If you don't know how to create a new **spot color** in Indesign or Illustrator, please ask.* Die-line thickness should be ½ point and precisely positioned where they need to be. Cut & Crease need to each be on their own respective layers, also named Cut, Crease.
- For printing white ink on colored stock: The white must be set up as a spot color named **white**, all lower case.
- For printing color on white ink, The white ink must be solid (100%) and overprinting the color image, using 'overprint fill' in the **Attributes** window.
- Use **separations preview** in Indesign or Illustrator (overprint preview) to insure that your file will print as desired.
- Projects that include die-lines and white spot color are complicated, so it is always a good idea to supply your *Native files* along with your PDF. Package your files (file > package) out of Indesign or Illustrator to automatically gather all your supporting files together, and send these along with your project.