



Design & Prepress

Welcome

CONTENT LINKS

[WELCOME](#)

[GENERAL](#)

[TOP 10 ERRORS](#)

[GRAPHICS](#)

[FONTS](#)

[OTHER](#)

[CONTACT US](#)

Thank You For choosing One Step for your printing needs. We pride ourselves on a tradition of exceptional Quality, Service, and Value.

Please refer to this information to help you prepare your files to achieve the best possible end product without delays. Often, a few simple changes in the way you prepare your files can dramatically improve the quality and timeliness of your project.

Use the links to the left to conveniently take you to areas that might interest you.

We hope you find this information helpful. If you have any further questions, please contact your customer service rep or our prepress staff at 563.322.4393.





Design & Prepress

General

CONTENT LINKS

WELCOME

GENERAL

TOP 10 ERRORS

GRAPHICS

FONTS

OTHER

CONTACT US

Following this guide will help reduce potential problems, expedite job delivery and help avoid additional fees that maybe associated with pre-press issues.

FILES WE ACCEPT *without additional prepress charges are:*

- PDF • TIFF • JPG • InDesign (Hi Resolution pdfs are the preferred file type)

FILES WE ACCEPT *that will have additional prepress charges are:*

- Illustrator • Word • Publisher • Powerpoint • Corel • Excel

FILE PREPARATION GUIDE These are some general suggestions.

1. Supply all the necessary files

All image/graphic files imported into your document need to be supplied. Graphic links that are missing may remain visible but will output in low resolution and look pixelated and fuzzy.

2. Supply the necessary fonts for your job

Please be certain to provide all printer and screen fonts. If printer fonts are missing we will not be able to create a proof or plates for your job.

3. Convert all your colors from RGB to CMYK (only if printing on press)

We recommend all colors be converted from RGB to CMYK. Your images/files will output in RGB but the color may shift when converted to CMYK for plate separations.

4. Verify colors after conversion

Some Pantone colors are outside of the CMYK color space and appear different when printed as process color. View your screen after conversion for a rough idea of how that color will appear. For an exact determination, view a Pantone color conversion guide. Spot color matching is not guaranteed when printed full color process.

5. Document Setup

Most applications have a Document or page Setup function, please set this properly. If you are setting a business card up, make your page size 3.5x2, not 8.5x11. We will have to manually correct this, **adding time and expense to your project**. If your file bleeds make sure your image is extended beyond the trim area.

6. Set up your document bleeds correctly

All bleeds must extend .125 an inch beyond the edge of the size of the finished document.



Design & Prepress

Top 10 Errors

CONTENT LINKS

WELCOME

GENERAL

TOP 10 ERRORS

GRAPHICS

FONTS

OTHER

CONTACT US

IN SUBMITTING FILES

1. Missing FONTS or fonts not embedded.
2. Low resolution or missing GRAPHICS.
3. Artwork is not set to job size.
4. Characters modified by using the style palette (ie.: bold or italic) rather than by using the actual bold or italic font.
5. Not enough graphic or scan to meet bleed requirements.
6. Spot color jobs are sent as full color process.
7. Booklet jobs set up as reader spreads. Please send single pages or printer spreads.
8. Inaccurate clipping paths.
9. Line art (logos) saved in 300 dpi grayscale format, rather than 1200 dpi bitmap format
10. Mailing panel not setup correctly.

Any of these issues can delay print production of your job and/or cause additional charges.



Design & Prepress

Graphics

CONTENT LINKS

[WELCOME](#)

[GENERAL](#)

[TOP 10 ERRORS](#)

[GRAPHICS](#)

[FONTS](#)

[OTHER](#)

[CONTACT US](#)

- **BLEEDS:** Any image that bleeds beyond the die or trim size must extend at least 1/8".
- **LIVE AREA:** This is the area to stay within to avoid trimming away any important graphics. All type and graphics not intended to bleed must be a minimum of 3/16" clear and free from the die scores and/or trim area.
- **RESOLUTION:** All PhotoShop images must be a minimum of 300 dpi at 1/2 size of the final print image size. Do not exceed 200% enlargement if resizing 300 dpi placed images.
- **EMBEDDED GRAPHICS:** Avoid embedding graphics. If graphics are embedded, supply the original files with the job. Never embed RGB images.
- Supply all screen, printer fonts and placed images with your linked support files.
- **DIES:** The production die should be included on your artwork on a separate layer.



Design & Prepress

Fonts

CONTENT LINKS

[WELCOME](#)

[GENERAL](#)

[TOP 10 ERRORS](#)

[GRAPHICS](#)

[FONTS](#)

[OTHER](#)

[CONTACT US](#)

- Supply all screen and printer fonts, TruType or Multiple Master fonts used in the job and linked supports with native application files.
- Avoid assigning type attributes (bold, italic, bold italic, etc.); instead, use the correct font. Type attributes are not postscript compatible, and avoiding their use will also insure you have the actual screen and printer fonts used in your job.
- When creating an Acrobat PDF document for final RIP-READY output, embed all fonts used in the document.



Design & Prepress

Other Programs

CONTENT LINKS

[WELCOME](#)

[GENERAL](#)

[TOP 10 ERRORS](#)

[GRAPHICS](#)

[FONTS](#)

[OTHER](#)

[CONTACT US](#)

FILES

NOTE: Before emailing or uploading files to our FTP site be sure to compress the files with either WinZip (PCs) or Stuff It (MACs). Compressing the files will create a smaller file which will upload faster, and will also help prevent against file corruption during the transfer.

- Indicate any specific Pantone (aka PMS) colors.
- Artwork should be proportionate to the final output dimensions. Square art doesn't fit well into rectangular spaces
- All black should be four color (aka boosted or build black) to ensure deep, solid, rich reproduction. We prefer blacks to be created as 50% Cyan, 50% Magenta, 50% Yellow, 100% Black. Single color (aka grayscale) blacks will not have the same density that four color will provide.



Design & Prepress

Contact Us

CONTENT LINKS

WELCOME

GENERAL

TOP 10 ERRORS

GRAPHICS

FONTS

OTHER

CONTACT US

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EMAIL graphics@print1step.com

Sending Files

EMAIL

Smaller files can be sent to your sales representative or customer service representative. Files sent as email attachments should not be any larger than 10 mg.

ONLINE

You can visit our website at www.print1step.com to submit your files. You will see a link called send a file, click on that and you can transfer up to 100 mg file. Be sure to include who the file is for and your contact information.

DISK

We also except files on external hard drives, USB drives, CD's and DVD's