Pre-press and design

Files ready for print

Your submitted files which are ready for print will be carefully checked for any technical errors before they are sent to the printer. Our design team will contact you if such technical errors exist in the files by email or phone.

In order for us to achieve the perfect print material, your submitted files ready for print must be made following the specific guidelines described further in the text. The optimal format of the files ready for print is PDF. If you are not sure how to export a pdf file, please follow the guidelines further in the text for exporting files from Adobe InDesign and Adobe Illustrator or contact our design team. It is advisable that you also deliver a paper copy of the final product (in original/smaller dimension and in monochome/colour).

For any additional technical or design adjustments of the sent files before they go to the printer, you will be additionally charged.

Datapons shall not be held accountable for spelling errors, poor quality of the visual elements or incorrect formatting of the final files ready for print. The client is always responsible for the files, and should double check the above mentioned parameters before submitting the final files ready for print.

The files ready for print may be submitted on USB, Flash, CD, DVD, via email (if the files do not exceed 10 MB) or via one of the may web services for large file transfer (Dropbox, WeTransfer, Sendspace...).

Carefully read the following instructions for ready for print files. If you have any further questions, feel free to contact our design team. We will be happy to answer all of your questions!

Specifications for the files ready for print

Format: PDF

Color Space: CMYK or Pantone
(if the submitted files are in RGB, our design team will carry out an automated conversion in CMYK, but it is not advisable because the tonality of the colours may change. We shall not be held accountable for such changes

- in the tonality of the colours.

- Color profile: U.S. Web Coated (SWOP) V2 or Euroscale Coated V2

- Photograph resolution: 300 dpi, Bitmap (2400 dpi)

- The dimensions of the file should equal the dimension of the final product. A bleed space of 3mm should be added on all sides containing all elements of the design (except text, if it is adjusted close to the trimming margin)

- It is advisable that any kind of text be distanced by 4-5 mm from the trimming margins

- Logos of companies, institutions and sponsors should be in vector form in the files submitted for print.

- If there is UV varnish, embossing or die cutting in the final product, it should be specifically marked in the file with PANTONE colour (Overprint fill, line - Overprint stroke)

  Note: If the CMYK elements that need to be printed (except for black text 100% K) are marked with Overprint fill or stroke, they may not be recognized and may not be printed (Datapons shall not be held responsible for such cases)

- The pages in the submitted file should be numbered in order as in the finished product (ex. 1-64 page, or the 1st page is the front cover and the last page is the back cover)

- Contact our design team for further instructions or questions:
  +389 2 2401 170

Format: Adobe InDesign or Adobe Illustrator

Important: before submitting the final files ready for print, it is necessary to make an Adobe InDesign or Adobe Illustrator package that includes: the main files, links and all fonts used in the files.

Example
package
- document fonts

- - links
  - main files (.indd, .idml или .ai files)

- Color (Color Space): CMYK or Pantone
  (if the submitted files are in RGB, our design team will carry out an automated conversion in CMYK, but it is not advisable because the tonality of the colours may change. We shall not be held accountable for such changes in the tonality of the colours)

- Color profile: U.S. Web Coated (SWOP) V2 or Euroscale Coated V2

- Photograph resolution 300 dpi, Bitmap (2400 dpi)

- The dimensions of the file should equal the dimension of the final product. A bleed space of 3mm should be added on all sides containing all elements of the design (except text, if it is adjusted close to the trimming margin)

- It is advisable that any kind of text be distanced by 4-5 mm from the trimming margins

- Logos of companies, institutions and sponsors should be in vector form in the files submitted for print.

- If there is UV varnish, embossing or die cutting in the final product, it should be specifically marked in the file with PANTONE colour (Overprint fill, line - Overprint stroke)

  Note: If the CMYK elements that need to be printed (except for black text 100% K) are marked with Overprint fill or stroke, they may not be recognized and may not be printed (Datapons shall not be held responsible for such cases)

- The pages in the submitted file should be numbered in order as in the finished product (ex. 1-64 page, or the 1st page is the front cover and the last page is the back cover)

- Contact our design team for further instructions or questions:
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Format: Microsoft office

Word, PowerPoint or **Excel** documents cannot be used as a basis for printing. The resolution is too low (72 DPI) and the color regime is based on RGB Color Space. These type of documents can only be used as visual and textual elements made into completely new files ready for print. For further question please consult our design team: +389 2 2401 170

Format: Adobe Photoshop

Adobe Photoshop files (.tiff or .psd) are acceptable for print, if the printed file does not contain text with small font (because of the printing quality). Resolution: 300 to 600 DPI CMYK Color Space (if the submitted files are in RGB, our design team will carry out an automated conversion in CMYK, but it is not advisable because the tonality of the colours may change. We shall not be held accountable for such changes in the tonality of the colours). The format .jpeg cannot be used for printing. For further question please consult our design team: +389 2 2401 170

Format: CorelDraw

CorelDraw files (.cdr) are not acceptable for printing. If the client used this software when creating the files, he/she needs to make a PDF file which can be then used as a printing file. Please consult our design team: +389 2 2401 170

INSTRUCTIONS FOR CREATING A PDF FILE FROM ADOBE INDESIGN

1. From the menu "File" select "Export" and then in the first tab select "High Quality Print". Then from the menu on the left select "Marks and Bleeds".

2. From the page "Marks and Bleeds" under "Bleed and Slug" select "Use Document Bleed Settings" and in the left menu select "Output".

3. If under Color Space CMYK is selected (US Web Coated SWOP 2 or Euroscale) under "Color Conversion" choose "No Color Conversion". If CMYK is not selected, under "Color Conversion" select "Convert to Destination (Preserve Numbers" under "Destination" select "US Web Coated SWOP 2". Then select "Export" and save the PDF file.
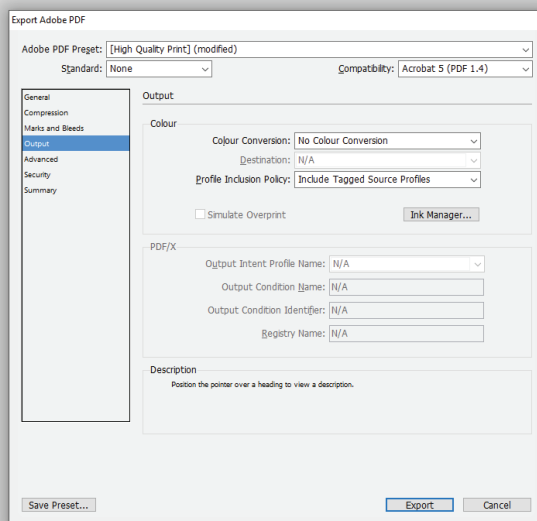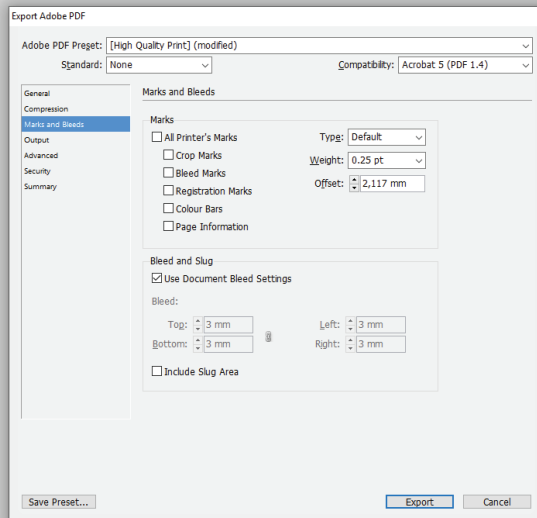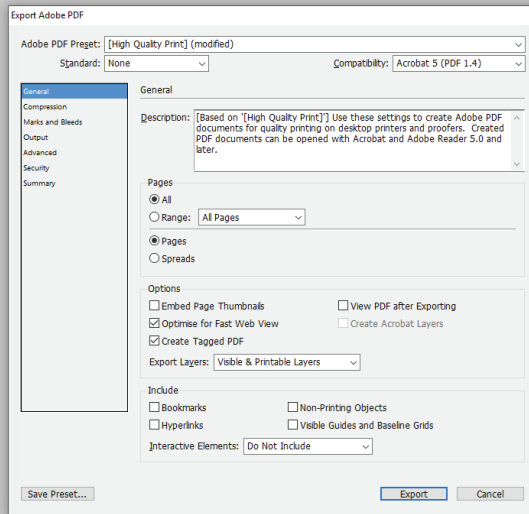
INSTRUCTIONS FOR CREATING A PDF FILE FROM ADOBE ILLUSTRATOR

1. In the "File" menu select "Save as..." then from "Save as type" select "Adobe PDF (*.pdf)"

2. Select "High Quality Print". Then in the left menu select "Marks and Bleeds".

3. In the "Marks and Bleeds" page under "Bleed and Slug" select "Use Document Bleed Settings" and from the left menu select "Output".

4. If under Color Space, CMYK is selected (US Web Coated SWOP 2 or Euroscale) under "Color Conversion" select "No Color Conversion". If CMYK is not selected, under "Color Conversion" select "Convert to Destination (Preserve Numbers" under "Destination" select "US Web Coated SWOP 2". Then select "Save PDF" and save the PDF file.