

# FILE REQUIREMENTS

## FILE REQUIREMENTS:

### Preferred:

- PDF Requirements
  - Fonts Embedded and/or outlined
  - 300 dpi Resolution
  - COMPOSITE (no Separations)
  - Color - CMYK Process (for full color) Ink limits should be less than 300%
  - Pantone Spot colors (if used) should be called out as Numbers with Coated(C) or Uncoated(U)
  - Bleed, .125" or 1/8" with Crop Marks to Trim Area

*If PDF files do not meet these requirements your job may put on hold or there may be graphics charges added to your invoice.*

### Accepted for additional graphics fee:

All images and fonts must be embedded and/or packaged

- QuarkXPress 9.5+ (MAC/PC) or higher
- InDesign CC 2014 or higher
- Photoshop CC 2014 or higher
- Illustrator CC 2014 (eps) or higher

## WEB UPLOAD

Upload your files to our website at [www.mauiprinting.com](http://www.mauiprinting.com).

On the home page go to **SEND FILES** and follow the upload instructions.

## FONTS

Fonts should be embedded in your pdf file or packaged with Indesign or Quark express files. Some fonts may not load on all computers and may require outlining for production.

## COLORS

Select the right color type:

**Black & White** – To ensure no color will be used in the PDF file.

**Process, CMYK** – When working with 4-color images, convert all graphics to CMYK rather than LAB, RGB, or other color format.

**Pantone, SPOT** – Any Spot or Pantone color must have the identical name and extension defined in your layout and its associated files to prevent the color from being treated as a process color. C (Coated), U (Uncoated), etc. extensions to the color name must also be identical in all associated files.

## BLEEDS & CROPS

Specify 1/8" extra all the way around (beyond the trim edge) for bleeds (colors and images that go up to the edge of the printed piece) extending out from final trim size. All pieces that bleed should have **Crop Marks** specifying the trim edge. (i.e. a business card, 3.5" x 2" with bleed, will have an image size of 3.75" x 2.25" or larger).

## RICH BLACK AND INK LIMITS

When using solid black (i.e. as a background color) specify the black as: 40% cyan(C), 40% magenta(M), 40% yellow(Y), and 100% black(K). This will give a very Rich black. **DO NOT EXCEED 300% TOTAL INK** on Rich Black or in photos or graphics.

Text or body copy should be built at 100% black(K) and set to overprint unless using a colored text.

## LARGE FORMAT

Files should be 300ppi (dpi) at final output size, with Bleed and Crop Marks. Files can be saved as jpg with compression if exceeding 100MB.

## GRAPHICS & PHOTOS

### Raster Images:

- Digital Photos, Photos,
- 300 pixels/inch (ppi/dpi) CMYK for full color photos, etc.
- 600-2400 ppi/dpi for black & white line art
- **NO web art (i.e. 72 dpi)**

### Vector Images:

- Clip Art, Scalable Line Art, AI Files, EPS Files
- CMYK or defined PANTONE spot colors (see Colors)
- Minimum point size for a rule: .5pt (1/2pt).

## BOOKLETS & PROGRAMS

Booklets should to be set up as **INDIVIDUAL** pages (**NO 2 PAGE SPREADS**) in the order of the final book (i.e. Outside FRONT Cover, Inside FRONT Cover, Page 1, Page 2, etc... Inside BACK Cover, Outside BACK Cover, in that order)with Bleed and Crop Marks (if applicable)..

Provide a mockup showing proper page sequence.

Pdfs provided in 2 Page Spreads may be subject to additional graphics charges.

## MAILING LIST REQUIREMENTS

Mailing lists should be setup in an spread sheet program and Saved as an XLSL or CSV file format.

Each column names in the first row of your spreadsheet matching fields for Names, Address, City, State, and Zip with a separate column for each. (See Below)

## STATE NAMES SHOULD ABBREVIATED

All entries are standard roman/latin characters, no other accents, okina's or characters are used.

First Name	Last Name	Address	City	State	Zip
John	Doe	1234 Street St.	Kahului	HI	96793