



**HARPER HOUSE**  
Since 1919

## Preparing Desktop Publishing Files for the Digital Press

### Document Setup

- The Xerox Docucolor 250 prints up to 12.5 x 18.5
- Set your document size to be the same as your final trim size.
- Extend bleed to 1/8" beyond the trim.
- Eliminate unnecessary elements from the document, such as unused colors and patterns.
- Eliminate unnecessary elements that may be layered behind other elements, or on the pasteboard.
- Remove any fold or cut lines from print image area.
- Save multiple-page documents in "reader" spreads, not "printer" spreads.
- In the case of multiple-page documents, the document size should equal a single page, not the entire spread.
- Do not use rules or lines below .5 points (1/2 point).
- Keep any critical information at least 1/8" away from the edge.

### Fonts

- Include all fonts, including fonts used in imported graphics such as Adobe Illustrator EPS files.
- Do not use the style palette to 'bold', 'italicize', 'outline' or 'shadow' typefaces.
- Type 1 fonts are recommended.
- Multiple Master fonts are highly discouraged.

### Colors

- Avoid large areas of flat tint color.
- Avoid screen tints that need to match exactly from front to back of the sheet.
- Choose tints of more than 5 percent value.
- Remove any unused colors from the color palette.
- Name spot colors consistently within all graphics imported into your layout.
- Pick colors using the Pantone Ink Guide.
- Spot colors converted to process equivalents should be closely watched for consistency.
- Set grays to be a percentage of process black.

- For larger areas of black coverage, use a mix according to this formula: 60% Cyan, 40% Magenta, 40% Yellow, and 100% Black.
- Avoid printing solid tints over folds.

### Images

- Remove any extra channels in image files.
- Save images as either TIFF or EPS.
- Do not compress images.
- Make sure your images have enough resolution. If an image is placed at 100% of its original size, the PPI (Pixels Per Inch) should be twice the LPI (Lines Per Inch).
- Watch the images effective resolution. If your image has the correct PPI at its original size, do not enlarge the image in a page layout program more than 133%. The effect on PPI to DPI ratio at 133% enlargement is a reduction from the optimum ratio of 2:1 down to a working ratio of 1.5:1.
- Avoid using Quark XPress EPS files. EPS files made by using the Save Page as EPS function in QuarkXPress typically do not output reliably to high-end output devices.
- Make sure all support graphics accompany your document, including images that are embedded in imported graphics such as Adobe Illustrator EPS files.

### Sending Files to Harper House

- Clearly indicate the name(s) of the documents to be printed.
- Include a paper proof or dummy, taped together the way the job should be printed.
- Proofread carefully.