

Graphic Design Checklist

Bleeds

- Minimum ⅛ inch (0.125 inch) bleeds at trims or panel edges.
- “Quiet area” is intact (i.e. no type or focal points of photos near the edges of a sheet). For most pieces, the quiet area is at least ¼ inch (0.25 inch), subject to taste.
- Crop marks are well away from the trim.

Files

- Submit a print-ready PDF file (required).
- (Optional) Submit InDesign or Illustrator files along with the PDF. Package to *include all fonts and links*.
- Zip your file(s) to reduce your upload time if desired.
- Email files under 25MB to print@rmoffice.ca.
- Submit larger files at <http://rmoffice.ca/upload> or any web tool such as [gmail drive link](#), Dropbox, etc.
- File is not imposed. We will do the imposition. (See tip below.)

Colour

- Images are CMYK or RGB but not both. (CMYK will help avoid colour conversion surprises).
- Black or grey text is “K” (black) only, not CMYK. (The same applies to fine lines in black).
- Colours are *within gamut* for the type of press being used. (For example, CMYK press or digital press cannot do fluorescent orange or metallic silver. A “spot color” will need to be specified and included in our quote.)
- Dark images have been adjusted (see tip below.)

Amateur Designer Tips

- **300 - 600 dpi (‘dots per inch’) images are good.**
A 72 dpi image will give you a disappointing result but sometimes that is all you have and we understand.
- **Learn about bleeds:** [https://en.wikipedia.org/wiki/Bleed_\(printing\)](https://en.wikipedia.org/wiki/Bleed_(printing))
An ⅛ inch bleed is needed not just where an image will be trimmed, but also where it will meet a fold line or spine of a book binding. Tip: Set the bleed area up when you set up your file.
- **Crop marks are lines that show us where to cut. Include them if you know how.**
(Tip: It’s when you export your file into a PDF.) Or let us know where you want them and we can add them in.
- **For brochures and other folded items, save each panel or page as a separate page.**
It can be within the same document—just not saved as ‘spreads,’ ‘reader spreads,’ or ‘booklets.’ We will put the pages together for print. (We will do the imposition.)
- **This also goes for booklets:** Send a multi-page PDF in natural order—Page 1,2,3,4 and so on. Do not send ‘spreads’ or any ‘multiple up’ options.
- **Use your vector logo if you have one, not a jpg or other bitmap file (tiff, png, etc.)**
It is usually an EPS file format, or may be a PDF file in some cases.
- **Choose quality images and lighten them (or ask us to) when they are on the dark side.**
Images look darker on a page than on a screen, as screens have light radiating through them (like the sun) while a page reflects light (like the moon).
- **Avoid very small white text or lines on a colour background,** as it can have fuzzy edges as a result of the way printing images are formed.
- **Contact us early in the design process if you are unsure!** This avoids either you or us having to redo work.