



# Digital Prepress

## File Submission Guides & Checklist

This guide is designed as a reference tool for preparing files for printing step by step. The information assembled is based on input from members of our Prepress staff and production CSR team. We encourage you to utilize the checklist provided at the end prior to submitting your files.

- 1. Colour Management**
- 2. Working With Files**
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## 1) Colour Management

Moquin Press uses a colour managed workflow from Prepress to press, governed by GRACoL 7 specifications and the G7 methodology. GRACoL stands for General Requirements for Applications in Commercial Offset Lithography and G7 is a set of guidelines and ISO standards that have to be adhered to in a G7 certified printing operation.

### RGB to CMYK Conversions

Moquin's Prepress workflow accepts images in both CMYK and RGB, however we encourage you to convert images to CMYK before you hand-off your files to Moquin Press. This way you can soft-proof your CMYK images on your monitor and see the colour results after the conversion. Images supplied in RGB will be converted to CMYK with an automated process using the embedded RGB Profiles. The CMYK designation is "GGRACoL 2006 (ISO 1264...)". RGB images may be subject to "gamma clipping" (colour flattening) when converted to CMYK.

CMYK images should not contain embedded profiles as these get discarded in our automated workflow.

Moquin Press offers colour correction services. RGB and CMYK images can be colour corrected to achieve superior color results on proofs and on the printed page. Please ask your CSR for more details.

### How to Handle Spot Colours

If Pantone or special-mix inks will be used in your project, they must be defined as spot colours in the layout document and all supporting artwork. Please ensure that the same naming convention is used throughout for each spot colour. If you intend to print your project with process colours but have spot colours defined within the document, unexpected results may occur, especially when used in combination with "transparency". Please convert these colours to process (CMYK) prior to supplying your files to Moquin Press.

Please delete unused colours from all artwork and layout documents, this can be found in the swatches pallet.

### Colour Management for Proofing

As in-house proofing has become the preferred working method for many design studios, colour management must be extended beyond the walls of the print provider. If you rely on your in-house proofs to evaluate colour or if you intend to send your in-house proofs to Moquin to match on press, your proofs must be calibrated to GRACoL 7 standards.

The GRACoL profile must be installed in the front-end (RIP) of your proofing device. Colour-critical images and colour tints that are viewed and evaluated on design studio monitors and/or with non-GRACoL calibrated in-house proofs cannot be guaranteed to print accurately. The GRACoL profile settings are available through Moquin Press's Prepress department. Please contact your CSR for more information.

## 2) Working with Images

### Image Resolution

Moquin Press's standard effective resolution\* is 300 ppi images are the norm. Images with resolutions below 250ppi may show visible artifacts and unsatisfactory image qualities on the printed page. Supplied images with effective resolutions above 450ppi will be down-sampled to 300ppi by our automated Prepress workflow

- \* Effective Resolution is defined as: resolution ÷ % or x % scale
- (e.g.: 300ppi resolution ÷ 50% scale = 600ppi effective resolution), or
  - (e.g.: 300ppi resolution x 150% scale = 200ppi effective resolution)

For best results, scale your images in the native application and place the images at 100% in the layout document.

### Images with Pantone Colours

Duotone and Tritones can be easily created in Photoshop. However, more complex spot-colour creations in images, such as the use of metallic inks, can be more challenging. Please ask your Moquin Press CSR for assistance in creating Duotones and Tritones that meet your expectations.

We also encourage you to do a press test for the best results. CMYK / RGB Images Please see "Colour Management"

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## 3) Proofs

### Loose Proofs

If your project has colour-critical images, or a large volume of digitally captured images where colour accuracy is important, you may wish to review loose proofs of your images in advance of submitting final files. This will often save revision costs and avoid delays to your production schedule. If your images will be scaled in the final layout document, please provide this information and we will scale the images to reflect the final image size on the loose proofs.

To avoid disappointments, please consult with your Moquin Press CSR before you begin working on a colour-critical project. We can provide colour calibrated intermediate proofs early in the production stage.

### Contract Proofs

For the majority of print projects we provide different contract proofs

- Cannon for content, imposition and composed proof for approvals.
- Epson Inkjet Proof or an Indigo Press-Proof for colour approvals
- Epson Inkjet Clear Overlay for Varnish and PMS colours.

### Proofing Duotone and Tritone Images

For the proofing process, these images will be converted to CMYK and presented in a simulated form. The proofs will look different than when printed with Pantone inks. For colour critical work printed with Pantone inks, Moquin Press can provide press-proofs. Please ask your Moquin Press CSR about this option and the costs related to press proofing.

## 4) File Preparation

### PDF

Providing files in PDF format is the preferred method of supplying a print-ready document, independent of the application and platform used to create it. However, it is important that the PDF file is created for commercial printing applications. We can provide you with a preset file to help you create your PDFs. Please contact your CSR for our Adobe CS Preset setting for creating PDFs.

Please note:

- PDFs must be supplied as single pages (i.e.: not as spreads)
- Pages must include crop marks with 1/8" bleed and trim marks must be 1/8" outside the trim area.
- Fonts must be embedded.
- Images must be high-resolution (300ppi).
- CMYK colour space.

Please keep in mind that Moquin Press's ability to make changes or colour adjustments to PDF files are limited and not advisable.

### Page Layout & Bleeds

- Please provide your layout documents as single pages, created to the correct trim size, with minimum of 1/8 bleed on all trim edges. Avoid re-formatting your document into "printer spreads." The imposition to "printer spreads" is a standard service provided by Moquin Press.
- Select your document size equal to the final trim size (e.g.: printed page size is 8.5" x 11" = document size 8.5" x 11").
- Perfect-bound or wire-o-bound projects require bleed on all four sides of each page.

### Supporting Art Files

Use "Package" (InDesign) or "Collect for Output" (Quark Xpress) to gather supporting art files to send to Moquin Press. This is the surest method of providing us with all necessary artwork and fonts.

### Dielines

- Dielines should be created with a one-point rule and defined with a spot-colour.
- Place "Dieline" colour in a separate layer in your layout document.
- Use dotted lines to indicate fold. • Use solid line to indicate cuts.
- Please be very accurate when creating dielines.
- We have an in-house CAD department so we offer this service as well. Please contact your CSR.

Please discuss requirements with your Moquin Press CSR prior to sending us your dieline files.

### Other Post-Press Artwork

- Emboss, deboss, foil and spot UV coating should be supplied as vector artwork on a separate layer.
- Create a new layer and name this layer according to the Post-Press treatment (e.g.: emboss, deboss, foil, etc.)
- Add a new spot-colour to the palette and name the selected spot colour according to the post-press treatment layer (e.g.: emboss., deboss, foil, etc.).
- Colourize the object, intended for the post-press treatment, using the selected spot-colour.

## Varnishes

- Varnishes should be supplied on a separate layer.
- Select a solid spot-colour and name it with the appropriate varnish treatment (e.g. "SGV, SDV, SGUV etc.).
- All varnish treatments must be coloured as solids. Screened varnishes are not recommended.

## Versioning

If multiple versions of a single file are required, please supply each version on a separate layer.

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## 5) Font Management

### Supply all Necessary Fonts

All fonts must be supplied with your files. Moquin Press will use only your provided fonts to produce your project. Missing fonts will cause an immediate halt to your project.

Use "Package" (InDesign) or "Collect for Output" (Quark Xpress) to collect fonts, along with all artwork. Fonts used in artwork files must be supplied as well.

The fonts can be found in the following locations:

- Your Hard Drive / Users / User Name / Library / Fonts
- Your Hard Drive / Library / Fonts
- Your Hard Drive / System / Library / Fonts

Some applications (e.g., Quark Xpress) may allow you to apply attributes to your font (e.g., italic or bold).

Please avoid doing this, as that font may not actually exist and your output may not turn out as expected.

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## 6) Finishing

The finishing process could affect the layout and the position of the page content. In the event you are producing a bound product or a product with complex folding, the best way to prepare your files is to work from a pre-production paper mock-up ("dummy") supplied to you by Moquin Press. CAD samples as well as the die can be produced upon request.

### Perfect Binding

There are a few things to consider when creating a perfect-bound project. The cover document should be provided as printer spreads with the front cover, back cover and spine built to the correct dimensions. The spine width and hinge score sizes must be provided by any outside bindery based on the amount of pages. Another consideration is the 1/4" hinge score effecting visible area on the inside front and inside back covers as well as the first and last text pages. Design elements should be outside this 1/4" hinge area, and image or text crossovers within the text pages should be considered carefully. Approximately 1/8" of the content close to the spine tends to be obscured due to the rigidity of the standard perfect binding. For lay-flat perfect binding layouts, please contact your Moquin Press CSR.

## Folded Panels

Projects with panels that fold to the inside must be recessed (shortened). The minimum recessed amount should be 1/32" in order to allow the piece to fold flat without buckling but this should be a conversation with your Moquin Press CSR based on stock thickness. If your project is printing on a heavy cover stock, it may be necessary to increase this amount. It can be confirmed with a pre-production paper mock-up ("dummy"). Indicate folds with a non-printing dotted line placed on a separate layer in your layout document.

## Drilled Holes

Projects with drilled holes may affect the page content. Establish a safe margin in the spine to avoid drilled holes in the live area of the page layout. Confirm the position of the holes with a preproduction paper mock-up ("dummy"). Examples of binding methods affected by hole drilling:

- Wire-o
- Spire-o
- Chicago Screw
- Grommets
- Eyelets

Whenever possible, create and place a dieline element on a separate layer in your layout document to represent the size and position of drilled holes.

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## 7) File Submission Information

### Electronic File Transfer

Please contact your Moquin Press CSR to request your secure upload account credentials

Keep file names fewer than 20 characters in length, using only alphanumeric characters when possible. Remove all spaces from your names and never use a colon, forward slash or backward slash.

### Checklist

If all of the listed items below can be answered with a yes, the document is ready for submission!

- The PDF were created with the Moquin Press colour presets.
- The document was created in single pages, no spreads, with the exception of a perfect bound cover.
- Colour critical images are in CMYK.
- Colour critical CMYK images were saved without a profile.
- Image resolutions are between 250ppi and 600ppi.
- All fonts are embedded.
- Spot-colours are consistently named throughout all files.
- Spot-colours were converted to CMYK if job specifications allow for process colours only.
- Post-press applications (dieline, varnished, folds, drill holes, etc.) are on a separate layer named accordingly.

*Thank you for your business, we are looking forward working with you and bringing your project to ink on paper with integrity and innovation in print!*