

ASU Print & Imaging Lab

Print File Creation Tips

Document Setup:

1. Create all documents that bleed with 0.125 bleed on all sides.
2. Create the document to be the final size. For Example: if you have a newsletter to be an 11x17 which folds in half, make a 4 page document with each page being 8.5x11 (even if there are crossovers)
3. If there is more than one version of a job, create each version as a separate page in your document. For example if you are creating 2 bookmarks, make page one the front of the first bookmark, page 2 the back of the first bookmark, page 3 the front of the second bookmark, page 4 the back of the second bookmark.
4. Place only repetitive content on the master pages

Images:

1. Convert all images to CMYK before placing into your document.
2. For optimal quality make sure all images are 300 DPI.

Colors:

1. Make sure all black type is only 100% black.
2. Any large solid black areas should be made up with a 4 color build of
C = 60%, M = 40%, Y = 40%, K = 100%
 - a. For ASU spot colors use Pantone Solid Coated
 - i. **PMS 123** = ASU Gold
 - ii. **PMS 208** = ASU Maroon
 - iii. **PMS 431** = ASU Grey
 - iv. Check the CommGuide (<http://commguide.asu.edu/elements/color>) for other ASU primary and secondary colors.

PDF Creation from InDesign:

1. Go to **File>Export**
2. Choose **Adobe PDF Preset: PDF/X-1a:2001**
3. **General Tab:** can be left as is
4. **Compression Tab:** can be left as is
5. **Marks and Bleeds:** select **Use Document Bleed Settings**
6. **Output:** can be left as is
7. **Advanced:** can be left as is
8. **Export**

Sending Files to the Print & Imaging Lab

1. Package all files (File>Package)
 - a. Make sure all fonts and links are included
2. Create an Archive or ZIP file of the packaged folder
3. If the files are small enough, email the Archive / ZIP and PDF file to print@asu.edu.
4. If the files are too large to email, call us at 480-727-1636 and we will have a courier pick the files up.