



BR OHIO DESIGNER QUICK REFERENCE

This guide was created to address some common page layout problems that could cause prepress delays. Please make sure this is passed on to your graphics team as early on in the design stage as possible.

BR Ohio requires print-ready single page PDF files for production. Parent layout files may useable (depending on program and platform/version required), but will result in extra prepress charges and must be OK'd by prepress. If approved to use parent files, make sure that all fonts and images required by layout files are also sent. Any missing fonts or images will result in lost time.

All text pages should be sent as single-page PDF files. All covers should be built in spreads as follows:

- Saddle stitched products are the size of two text pages butted together on the spine.
- Perfect-bound products will need a spine width added in between the two cover pages. This spine width will be provided by customer service. The outside cover should have art in this area, but the inside cover spine area (if printing) must remain blank.
- Any other cover styles or other parts (fold-out insert, endleaf, etc.) will have a full layout diagram sent from customer service.

PDF-export generated crop marks should be offset .125" or more away from trim. If crop marks are less than .125" from trim, the job will be flagged in preflight. We have screenshots of our recommended PDF export settings available on InSite or our website in the Tools section.

BR Ohio uses an inches-based measurement system, rounded to the nearest 1/32". If the art was designed in metric units, please alert your CSR - especially if using InSite, as this will affect the preflight parameters.

All process color art should be CMYK only. Projects using spot colors use correct inks per the quote. Grayscale art should be built in black only. Spot colors, as well as any templates for perfs, cutouts, etc, should be built as spot colors. Incorrect color formatting (RGB, LAB, PMS Spot color in process work, CMYK in spot work) will be flagged during preflight.

We recommend image resolution to be 300 dpi. That said, if possible, avoid forcing resolution of images, as this causes artifacting (gray snow) in images. Images under 150 dpi will be flagged.

Any art that touches trim should have .125" of bleed as well. Art with short or no bleed will be flagged.

We recommend all essential type (headlines, folios, tab type, etc.) be kept at least .1875" inside trim. Type found too close to trim will be flagged.

There are certain problems that are difficult to detect based on software limitations. We look for these problems, but we cannot guarantee that they will be caught in the preflight stage or at all. If they are detected, the job will be stopped and questioned, no matter what stage the problem is found. Please be extra vigilant for:

- Crop marks from placed art that appear in the bleed area.
- Registration black (Spot color All - 400% black) being used on any type or object within the design.
- Black or gray type being built in CMYK instead of black only.

If there are known issues that are OK as-is (wrong trim size, needs all color converted here), please alert Customer Service so we can adjust Preflight profile..

We are more than happy to assist you so your files will have a smooth ride through preflight. If you would like to submit a test file for preflighting, or if you require clarification on any of the finer points, contact your Sales or Customer Service representative.

