



## Digital Print Pre-Press Guidelines

We accept the following file formats:

- Adobe CC and lower:
  - Illustrator (.ai, .eps, .pdf)
  - InDesign (.ind, .pdf)
  - Photoshop (.psd, .eps, .tiff, .jpg, .pdf)
- High Resolution PDF (with fonts outlined)

Each of the following are needed to proceed to preflighting and/or proofing new digitally printed orders:

1. A Hi-Res, to-scale, unflattened, CMYK .PDF showing the design and die-lines.
2. An .EPS file with the following layer order:
  - An active/viewable layer with the to-scale product's die-line.
  - A design layer for all process print.
  - A spot white vector layer (if applicable).

The digital press produces all print as 4-Color process; therefore files are required to be in CMYK, and not RGB. Pantone/PMS/Special/Spot color swatches should be converted to their process versions.

Print color, hue, or saturation can only be confirmed with a press produced 1st Piece Ok. (Provided complimentary with each new order prior to production or as determined by Univenture, Inc.).

### Printer's White:

White ink is needed for opacity and for color vibrancy when printing on a non-white substrate.

It is required that white ink be indicated using a marked spot color. This alleviates interpretation of where white is used in the file, and can be assigned "spot white" output at press. Anywhere in the design that is 0%C, 0%M, 0%Y, 0%K will reproduce as unprinted/substrate's natural color.

If white ink is required, the following are needed in addition to the previously stated above:

- A 2nd page to the hi-res pdf showing the white backup layer with the design and die-lines.
- A 3rd independent white vector layer on the final EPS file.

### Native Files (Links / Fonts / Supporting Files):

Providing native/layered application of the files, including supporting links, paths, and fonts, will allow Univenture, Inc. the ability to perform last minute corrections, file reprocessing, or problem solving if needed.

Pixel based imagery should be saved in .tiff, .psd or .eps formats, and have a minimum resolution of 300 dpi.

It is not recommended to place or build text in Photoshop if possible, to avoid pixilated noise it creates when flattened. If the design requires the text to be built in Photoshop, leaving it live/editable/un-flattened is necessary.

Text that has been converted to paths or outlines (the letter characters are graphic shapes, and **are not editable**) are acceptable. If changes to the outlined text are needed, the submission of the font will be required. If the fonts are not provided, the files requiring changes will need to be resubmitted as print ready.

In general, it is not recommended to use any type smaller than 6 points for positive print, or less than 8 points for reverse or knock out type. This can vary depending on the serif, kerning, leading, boldness, or nature of the different styles, and should be taken into consideration.

### File Submission/Transfer:

Final files must be submitted as **Print Ready** on our **supplied template (with it's layers)** to be accepted. Submitting incomplete files may result in additional cost and/or time needed to process them for press. If the files need modifications, manipulation rate is billed at \$125.00 per hour.

For quality printing, we maintain the right to reject art or submit suggestions to the design to achieve the best printing with our process.

All files should be Zipped (PC) or Stuffed (Mac) to avoid corruption during transfer.

We can receive attached files via email (≤ 10MB) or our FTP uploader tool.

Notifying your sales rep of the file name and it's successful upload is appreciated.