

Versa Press, Inc.



Production Guidelines for Digital File Preparation

- 1) Items to consider when preparing files for Versa
 - i) Versa's workflow is PDF based.
 - (1) No characters in the file names (@,#,%,&,-,etc). Underscores are permitted.
 - (2) Text, inserts, and covers are in separate files.
 - (3) Text and insert files
 - (a) Not supplied as spreads or each page as an individual file.
 - (b) When possible, pdfs with file sizes over 1gb should be split into smaller sections.
 - (4) Covers
 - (a) Are supplied as a spread. Back cover, spine, front cover combined into one file.
 - (b) Varnish, spot gloss, foil, emboss, deboss- Supplied as a separate file and clearly marked as to what they are.
 - (c) Foil, emboss, deboss- line thickness of art/text must be at least .01". Vectored art-work is best.
 - (d) Raised spot gloss- If the height is more than 21 microns, the gloss must stop 1/8" away from folds and trims and 1/32" away from spine breaks.
 - (e) Case bound covers- Images and art must extend beyond the turn-in.
 - ii) Trim size
 - (1) Files match the trim size that the job was quoted to print at.
 - (2) Items that are to print off of the page need to extend 1/8" past the trim. aka "Bleeds"
 - (3) Avoid placing text or other important information within 1/8" of the trim.
 - iii) Colors
 - (1) RGB colors - Printing presses do not print in RGB. Versa's workflow will convert colors as needed, but conversions are sometimes inaccurate. It is best if the art is supplied as it is going to print -cmyk or grayscale.
 - (2) Maximum ink density for covers should be under 320%.
 - (3) Pantone or Spot colors printing as cmyk- Versa's prepress will convert the colors to cmyk, but conversions are sometimes inaccurate. It is best if colors are converted to cmyk prior to files being supplied.
 - (4) Pantone ink colors are named correctly, if actually printing with a pantone ink.
 - (5) Versa's workflow removes ICC profiles from images. This may or may not cause a color change. It is best that the images do not have ICC profiles attached.
 - (6) Avoid using a rich black/gray color in text files. Rich black/gray is a color consisting of percentages of cyan, magenta, yellow, and black. Instead use 100% black or a percentage of black.
 - (7) Avoid using the colors All, Auto, Registration, 000 RGB, or white.
 - (8) Barcodes and QR codes shouldn't be a rich black.
 - iv) Image/Art resolution
 - (1) 400 dpi recommended for bitmapped images
 - (2) 300 dpi recommended for all other art
- 2) Versa Preflight- items that will stop a job from processing
 - i) Files supplied in a format other than a PDF
 - ii) Bitmapped images with a resolution lower than 400 dpi
 - iii) Art, other than bitmapped images, with a resolution of 150 dpi or lower
 - iv) Corrupt art
 - v) Fonts that are not embedded
 - vi) Type 3 fonts
 - vii) Foil, emboss, deboss art line thickness not meeting the .01" minimum
 - viii) Trim size of files does not match the quoted trim size
 - ix) Page quantity doesn't match the quoted page quantity
 - x) Pages not having a full 1/8" bleed
 - xi) Visible banding in gradients or vignettes