

# DESIGN GUIDELINES

## PRINTING STANDARDS

TechnaPrint is a GRACoL 7 Master Printer—one of only a handful in Oregon. As a certified GRACoL/G7 Master Printer, we print to very tight tolerances.

- Jobs can be printed in CMYK, CMYK with spot colors, spot color(s), or black & white. **Converting all colors to CMYK may change the way spot & RGB colors appear.**
- PDF files should be press-optimized PDFs. Please submit one file per job (use multiple pages within the PDF file for fronts and backs).
- Fonts must be embedded or converted to outlines.
- Raster images (photos) need to be 300 dpi or higher. Do not re-sample low-resolution image to increase resolution, this will not improve quality
- All bleeds (art that runs to the edge of your job) should be set to 1/8" (0.125").
- For the best CMYK printing, set your color settings to CMYK color mode and a profile of *Coated GRACoL 2006 (if available)*, or *U.S. Sheetfed Coated v2*.

We preflight all job files submitted. You will be notified of any issues or problems that are found with your file(s).

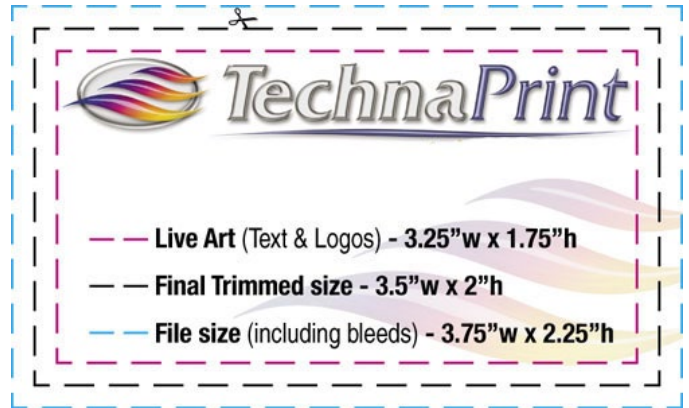
## NATIVE FILES

While we prefer Print Ready PDFs, we are happy to accept your native file(s) from most popular applications.

If you are sending the native file(s), for your project, please include a printout or PDF proof for TechnaPrint to compare to. All images/links, fonts and any important information/special instructions for your project should also be included with the native file(s). When transferring files via the internet, FTP or email, please send all files (native files, links and fonts) as a compressed archive (\*.zip or \*.sit).

Sending Print Ready PDFs may save you time & money.

## LIVE ART/BLEEDS



*Business card example*

When designing, keep in mind the final trim size and leave a little room between the final cut and the live art (text & logos). *We recommend at least 1/8" (.125") of space between the final trim and the live art area.*

Bleeds are graphic elements (photo, box, line, text...) that extend beyond the final edge of the sheet. The bleed gives the printer a small amount of space to adjust for paper or design inconsistencies. Bleeds should be set as 1/8" (.125"). In the business card example, the file is set up as 3.75"w x 2.25"h, to be trimmed down to 3.5"w x 2"h. *This allows for background, art, color or any other design feature to run off of the card for trimming.*

**NOTE:** If your job does not need bleeds, you may design it for the final trim size.



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## **BUSINESS CARDS (2" X 3.5")**

Business cards can be printed single or double sided using a variety of colors (single, spot, full color or a mix). The standard size of a business card is 2"h x 3.5"w. These measurements may be swapped if your card is to be vertical (3.5"h x 2"w - rotated 90 degrees).

## **POSTCARDS (VARIOUS SIZES AVAILABLE)**

Postcards can be printed single or double sided using a variety of colors (single, spot, full color or a mix). Popular sizes include: 4.25"h x 6"w, 5.5"h x 8.5", 6"h x 9"w, and 6.125"h x 11"w. If cards are to be mailed, please verify that your design meets postal regulations.

## **8.5"X11" FLYERS/BROCHURES/PRODUCT SHEETS**

8.5"w x 11"h can be printed single or double sided using a variety of colors (single, spot, full color or a mix). 8.5"x11" jobs may be vertical or horizontal. For projects that are to fold, please see our folding guidelines.

## **11"X17" BROCHURES/POSTERS**

11"h x 17"w can be printed single or double sided using a variety of colors (single, spot, full color or a mix). 11"x17" jobs may be vertical or horizontal. For projects that are to fold, please see our folding guidelines.

## **POCKET FOLDERS**

Pocket folders generally are printed on the outside only, but they can be printed double sided using a variety of colors (single, spot, full color or a mix). While pocket folders are available in many sizes, the standard is a 9"w x 12"h folded pocket folder with a 4"h pocket. The flat size for a pocket folder with a 4"h pocket is 18"w x 16"h. Please see our folding guidelines for more information.

## **FOLDING/INSERTING/ASSEMBLING**

We offer a wide variety of Bindery services. Please contact your CSR for more information.

## **MAILING**

Mailing services are available upon request. Please contact your CSR for more information.

## **SHIPPING**

Please contact your CSR for information on your shipping options.

## **DISCLAIMER/TERMS OF USE**

Make sure to proof your File and your work order. It is your responsibility to proofread all materials that you submit and make sure that your order request is accurate. TechnaPrint will not be held responsible for any typographic, grammatical, graphic, dimension, margin, formatting or color errors. TechnaPrint will in no way be responsible for materials that are subject to copyright or trademark protection or that are otherwise in violation of the law. TechnaPrint is not responsible or liable for delays in freight delivery or errors in the shipping instructions.

## **SERVICES INCLUDED**

For all job files submitted we will:

- Preflight
- Compare dimensions of file to work order
- Compare colors in file to colors requested
- Check for bleeds (as needed)
- Check links (in native files)
- Check fonts
- Check image resolution
- Make proof available to client if desired (PDF, Laser, or Digital Output)
- Contact client with any problems found
- Give estimate of time to fix any problems found