



# Instruction Sheet: Preparing Tide Book Files for Printing

## 1. Choose the Right File Format and Color Mode

- **File Format:** Use PDF, the industry standard for maintaining layout and formatting across systems.
- **Color Mode:** Ensure your design is in CMYK for offset or digital printing. For spot color printing, use Pantone colors as required.

## 2. Set High Resolution

- **Images:** Use a resolution of at least **300 DPI** for crisp, clear prints and avoid pixelation.
- **Typography:** Typically set at **2400 DPI**. Where possible, use InDesign or Illustrator for type creation. Use Photoshop or Canva only for images, as type in Photoshop or Canva is limited to 300 DPI. **Note:** If you don't have access to InDesign or Illustrator, we can sharpen the text created in Photoshop and Canva files upon request. If you want to create your files with alternative design programs, we can accommodate you.
- **Final Layout:** Combine images in **Adobe InDesign** or **Adobe Illustrator** to create the layout, including type and bleeds.

## 3. Add Bleeds and Trim Marks

- **Bleeds:** Add a **0.125-inch bleed** to ensure design elements extend beyond the final trim size, avoiding white edges after cutting.
- **Trim Marks:** Include trim marks for a clean and professional finish.

### What is a Bleed?

A bleed is the area of your design that extends beyond the document's final size. It ensures background colors, images, or design elements reach the edge of the paper after trimming.

## 4. Convert Fonts to Outlines

- **Why Convert Fonts?** Prevent font substitution issues by converting all fonts to outlines or paths.
- **Save a New File:** Keep your original file editable. Save the outlined file with a new name, e.g., "CoverArt26-OL.pdf." Where "OL" stands for a file with font "Outlines".

## 5. Embed Images or Package Files

- **Embed Images:** Ensure all images are embedded to avoid missing graphics.
- **Package Files:** Alternatively, package all links, fonts, and graphics into a folder for submission. This ensures all necessary elements are included.

## 6. Export with Press Quality

- **Export Settings:** Use the **Press Quality** preset in Adobe InDesign or Illustrator for optimal results.
- **Include Bleeds and Crop Marks:** Select these options during export to ensure proper alignment and finishing.

By following these guidelines, your files will be print-ready and meet professional standards for high-quality output.