presstigeprinting

Presstige Ready Artwork Preparation Guide

Detailed Client Artwork Manual

How to set up and submit print-ready files for commercial printing
Prepared for client-supplied artwork

Guide Overview

This manual outlines the basic artwork setup requirements that help files move through prepress and production efficiently. **Use it as a reference before uploading client-supplied artwork.**

Build at final size Set the document to the finished trim size before designing.	**Add bleed** Use 0.125 inches of bleed on all sides for artwork that prints to the edge.
Keep a safe zone Keep important content at least 0.25 inches inside the trim edge.	**Send a print-ready PDF** Export a reviewed PDF with fonts, images, pages, and settings handled correctly.

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Presstige Ready Artwork Preparation Guide

This guide explains how to set up and submit client-supplied artwork for commercial printing. It is intended to help your project print cleanly, accurately, and on schedule.

Following these instructions helps reduce delays, extra prepress time, additional charges, file resubmissions, and unexpected changes to your artwork.

This guide applies to client-supplied artwork created in Canva, Affinity by Canva, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, CorelDRAW, Microsoft Publisher, Microsoft Word, PowerPoint, Apple Pages, Google Docs, Google Slides, and other design or layout programs.

It also applies to flyers, newsletters, booklets, books, business cards, invitations, postcards, EDDM mailers, direct mail pieces, folded brochures, rack cards, posters, signs, banners, labels, and other printed materials.

Presstige Printing works primarily with Adobe software for native design and prepress work. We can accept Canva share links when needed for troubleshooting, but for most projects, the most important file to send is a properly prepared, print-ready PDF.

If you are unsure how to set up your project, please contact Presstige Printing before designing or submitting your artwork. Downloadable templates may be available on our website or by request through a Presstige Printing Customer Service Representative.

Quick Presstige Ready Checklist

- My document is built at the correct final trim size.
- I included 0.125" bleed on all sides.
- Important text, logos, QR codes, and key graphics are at least 0.25" inside the final trim edge.
- My artwork is exported as a print-ready PDF whenever possible.
- My file is not password-protected, locked, or restricted.
- My file is not imposed with multiple copies on one page.
- My pages are included in the correct order.
- Front and back files are clearly labeled or included in the correct page order.
- Fonts are embedded, outlined, packaged, or otherwise supplied if edits may be needed.
- Linked images, logos, and graphics are embedded, packaged, or supplied.
- Images are high resolution and not blurry or pixelated.
- Color is CMYK when available.
- Crop marks and bleed are included when appropriate.
- Crop marks, registration marks, color bars, or template guides are not inside the artwork area.
- Mailing, folding, binding, die-cut, drill-hole, perforation, or finishing areas are kept clear.
- QR codes and barcodes have been tested from the final exported PDF.
- I opened and reviewed the final PDF before uploading.

Files that do not meet these requirements may require additional prepress time and charges, or may need to be resupplied before printing. This may delay the printing schedule and delivery of the final product.

1. The Best File to Send

Key Requirement

For most projects, the best file to send is a print-ready PDF.

A print-ready PDF should be correctly sized, include bleed when needed, have fonts embedded or outlined, include all pages in order, and be ready for production without requiring edits.

Native design files, such as Adobe InDesign, Adobe Illustrator, or Adobe Photoshop files, may be helpful if we need to edit or troubleshoot the artwork. However, a native file does not replace the need for a final print-ready PDF unless Presstige Printing specifically requests otherwise.

The PDF shows us exactly how you expect the finished artwork to look.

If your artwork was created in Canva, Affinity by Canva, CorelDRAW, Microsoft Publisher, Microsoft Word, PowerPoint, Google Docs, Google Slides, Apple Pages, or another non-Adobe program, please export and send a print-ready PDF whenever possible.

2. Auto-Prepress Ready PDF Requirements

To give your file the best chance of passing an automatic prepress check and moving quickly into production, your PDF should meet the following requirements:

- Correct final trim size
- 0.125” bleed on all sides
- 0.25” safe zone respected
- One finished piece per page
- No self-imposed layouts
- No multiple copies placed on a larger sheet
- All pages included in the correct order
- Fonts embedded, outlined, or packaged
- Images high resolution at final print size
- No missing images or broken links
- CMYK color when available
- No password protection
- No printing restrictions
- No security settings that prevent prepress processing
- No crop marks, registration marks, color bars, or template guides inside the artwork area
- No important text or graphics in mailing, folding, binding, die-cut, or finishing areas
- QR codes and barcodes clear, sharp, and tested
- Front and back files clearly labeled, or included in the correct page order
- Final file reviewed before upload

A file that passes these checks is less likely to be held for manual review.

3. Our Standard Print Setup

Unless Presstige Printing provides a different template or product-specific setup, please use the following standard setup:

Item	Requirement
Final document size	The actual finished trim size of your printed piece
Bleed	0.125" on all sides
Safe zone	0.25" inside the final trim edge
Preferred final file	Print-ready PDF
Preferred color mode	CMYK when available
Preferred image quality	300 dpi at final print size

Bleed and safe zone are very important. Files that are missing bleed or have important content too close to the edge may need to be adjusted before printing.

4. Start With the Correct Final Size

Your document should be built at the final trim size of the printed piece.

Examples

- A 6" x 11" mailer should be built as 6" x 11".
- An 8.5" x 11" flyer should be built as 8.5" x 11".
- A 3.5" x 2" business card should be built as 3.5" x 2".
- A 5" x 7" invitation should be built as 5" x 7".
- A 5.5" x 8.5" booklet should be built as 5.5" x 8.5" pages.

Please do not create your artwork on a larger sheet unless Presstige Printing specifically instructs you to do so.

Incorrect setup examples

- Ten business cards placed on an 8.5" x 11" page
- Two flyers placed side-by-side on one sheet
- Multiple postcards placed on one page
- Booklet pages arranged as printer spreads
- Artwork centered on a larger white page
- A 6" x 11" mailer built on an 8.5" x 11" canvas

Send one finished piece at the correct final size. Presstige Printing will handle production imposition.

For folded brochures, books, newsletters, catalogs, mailers, specialty products, or anything with folds, binding, mailing areas, tabs, perforations, drill holes, or die cuts, please request a template before designing. These projects may require special panel sizes, postal clear zones, spine setup, fold allowances, or finishing guides.

5. Do Not Impose Your Own Files

Please do not place multiple copies of your design on a larger sheet.

For example, do not place:

- Ten business cards on an 8.5” x 11” page
- Two flyers on one page
- Multiple postcards on one sheet
- Multiple labels on one sheet
- Booklet pages arranged for press printing

Send the artwork at the final finished size. Presstige Printing will handle imposition for production.

Self-imposed files often cause delays because they may need to be rebuilt before printing.

6. Add 0.125" Bleed

Bleed is extra artwork that extends beyond the final cut edge. This prevents unwanted white edges after trimming.

> **Key Requirement**
>
> Our standard bleed is 0.125" on all sides.

Any background color, image, texture, shape, border, or design element that is supposed to reach the edge of the paper must extend into the bleed area.

Correct bleed setup

- Background colors extend past the trim edge.
- Photos that touch the edge extend into the bleed.
- Full-page graphics extend into the bleed.
- Shapes or textures that reach the edge extend into the bleed.
- Borders are either kept safely inside the trim area or intentionally extended off the edge.

Incorrect bleed setup

- White space around the outside of a full-color design
- Backgrounds stopping exactly at the trim edge
- Photos ending exactly at the cut line
- Thin borders placed too close to the edge
- Important text placed too close to the edge
- Artwork centered on a larger page instead of built with bleed

Bleed is not extra white space. Bleed is extra artwork that gets trimmed off.

If bleed is missing, we may need to enlarge, stretch, crop, or adjust the artwork to avoid white edges. This can affect the final appearance of the design.

7. Keep Important Content Inside the 0.25" Safe Zone

The safe zone protects important content from being trimmed off or looking too close to the edge.

> **Key Requirement**
>
> Our minimum safe zone is 0.25" inside the final trim edge.

Please keep the following at least 0.25" away from the trim edge:

- Text
- Logos
- QR codes
- Phone numbers
- Websites
- Legal disclaimers
- Page numbers
- Faces
- Important photo details
- Borders
- Icons
- Mailing information
- Barcodes
- Postal marks

Small trimming shifts can happen during production. The safe zone helps make sure your design still looks clean and intentional after cutting.

Avoid placing thin borders close to the edge. Even a very small trimming shift can make a border look uneven.

8. Crop Marks, Bleed Marks, and Template Guides

Crop marks are helpful only when they are outside the finished artwork area.

Please do not manually draw crop marks, trim lines, registration marks, color bars, or fold marks inside your design unless Presstige Printing specifically asks you to do so.

If crop marks are needed, use your software PDF export settings.

Crop marks should never overlap:

- Text
- Logos
- Photos
- Mailing areas
- QR codes
- Barcodes
- Important artwork

If you are using a Presstige template, please make sure template instructions, guide boxes, non-printing notes, or placeholder text are removed, hidden, or properly set as non-printing before exporting the final PDF.

The final PDF should contain only the artwork intended to print, plus any required bleed and approved production marks

For booklets, catalogs, newsletters, programs, or books, page order matters. Incorrect page order may delay production or require a revised file.

10. File Naming

Please name your files clearly before uploading.

Helpful examples

- BusinessCard_Front.pdf
- BusinessCard_Back.pdf
- Mailer_6x11_Front.pdf
- Mailer_6x11_Back.pdf
- Flyer_8.5x11.pdf
- Booklet_Interior_Pages.pdf
- Booklet_Cover.pdf
- Newsletter_8pages.pdf
- Invitation_Front.pdf
- Invitation_Back.pdf

Avoid file names such as

- final.pdf
- final_FINAL.pdf
- newversion.pdf
- printthisone.pdf
- updated.pdf
- screenshot.png
- canva-download.pdf

Clear file names help us confirm sides, page order, size, and production intent more quickly.

11. Do Not Password-Protect Files

Please do not send password-protected, locked, or restricted PDFs.

Files must allow printing, prepress review, font processing, and production handling.

Locked files may need to be resupplied before printing.

Avoid PDF security settings that prevent:

- Printing
- Editing for prepress purposes
- Font embedding
- Page extraction
- File inspection
- RIP or prepress processing

12. Preferred File Types

For best results, please send a print-ready PDF.

Preferred file types

- Print-ready PDF
- Packaged Adobe InDesign files, if native files are requested
- Adobe Illustrator files with linked images and fonts supplied, if native files are requested
- Layered Adobe Photoshop files, if native files are requested
- Canva share link, if requested for troubleshooting
- High-resolution TIFF, JPG, or PNG files only when the artwork is final, correctly sized, high resolution, and does not require editing

File types that may cause production issues

- Microsoft Word documents
- Microsoft PowerPoint files
- Microsoft Publisher files
- Canva preview links without a PDF export
- Native CorelDRAW files
- Native Affinity files
- Low-resolution JPG, PNG, GIF, or web images
- Screenshots
- Photos of printed artwork
- Files copied from websites or social media
- Flattened artwork that still needs text changes
- Files built at the wrong size
- Files with missing fonts or missing links

We can often print from many exported file types, but files that are not supplied as print-ready PDFs may require additional prepress time, additional charges, or may need to be resupplied.

13. Native Design Files and Packaging

A print-ready PDF is usually the best file to send. However, if we need to edit, adjust, troubleshoot, or rebuild part of your artwork, we may request native design files.

Presstige Printing works primarily with Adobe design files, including Adobe InDesign, Adobe Illustrator, and Adobe Photoshop.

When sending Adobe native files, please package the project whenever possible.

A complete Adobe package should include:

- The native Adobe design file
- All linked images
- All linked logos or graphics
- All fonts, if licensing allows them to be shared
- A final print-ready PDF for visual reference
- Any special instructions
- Folding notes
- Mailing notes

- Binding notes
- Paper notes
- Finishing notes

Sending only the design file may not be enough. If fonts or linked images are missing, the file may open incorrectly or may not match your approved design.

If your artwork was created in non-Adobe software, please export and send a print-ready PDF whenever possible. We may not be able to open, edit, or troubleshoot native files from every design program.

If a font is not supplied and must be purchased in order to make requested edits, additional fees may apply.

14. Fonts and Editable Text

Fonts can change if they are missing, substituted, not embedded, or not packaged correctly.

Before submitting artwork, please make sure fonts are handled properly.

For print-ready PDFs

- Embed fonts when exporting, if your software allows it.
- Review the exported PDF to make sure text looks correct.
- Make sure special characters, symbols, accents, bullets, and punctuation appear correctly.

For editable Adobe native files

- Package fonts when licensing allows.
- Provide font names if special fonts were used.
- Convert text to outlines only after all proofreading is complete.
- Send a final PDF proof so we can compare the native file to the intended appearance.

Important: Once text is flattened, rasterized, or converted to an image, it may no longer be editable.

We cannot reliably edit or adjust flattened or rasterized text in file types such as JPG, PNG, GIF, or TIFF. For example, if a business card is supplied as a flattened JPG, we may not be able to change the phone number, name, email address, or logo without rebuilding the design.

15. Use High-Resolution Images

Please avoid

- Screenshots
- Images copied from websites
- Images downloaded from social media
- Small logos stretched larger
- Blurry or pixelated photos
- Low-resolution PNG or JPG files
- Logos pulled from email signatures
- Images that only look sharp because they are small on screen

For best results

- Use original high-resolution photos.
- Use vector logos when possible, such as PDF, SVG, EPS, or AI.
- Use images that are 300 dpi at final print size whenever possible.
- Zoom in and check that images still look sharp.
- Avoid enlarging images far beyond their original size.

If an image looks blurry on screen, it will usually print blurry.

Large-format projects, such as banners, signs, and wall graphics, may have different resolution requirements depending on size, material, and viewing distance. Please contact Presstige Printing if you are unsure how to prepare large-format artwork.

16. Use CMYK Color When Available

Screens use RGB color. Printing uses CMYK ink. Because of this, colors may shift slightly from what you see on screen.

For best print results, use CMYK when your software allows it.

Please be aware:

- Neon colors may print duller.
- Bright blues, greens, oranges, and pinks may shift.
- Screen brightness can make colors appear more vibrant than they will print.
- RGB files can usually be converted, but some color change may occur.
- Color may vary slightly between digital proofs, monitors, paper stocks, and final printed output.

If your design was created in RGB, requires specific brand color matching, includes special inks, or uses specialty finishes, please let us know when sending the file.

Specialty colors and finishes such as Pantone spot colors, metallic inks, fluorescent inks, white ink, foil, varnish, embossing, die cuts, or specialty coatings must be discussed before production.

17. Black Text, Rich Black, and Fine Details

Small black text should be clean and easy to print.

For best results:

- Use standard black for small body text whenever possible.
- Avoid using rich black or four-color black for small text.
- Avoid very small reversed-out white text on dark backgrounds.
- Avoid thin lines that may disappear or print inconsistently.
- Avoid tiny text over photos, textures, or busy backgrounds.

Large black backgrounds may require a richer black build depending on the project, paper stock, and printing method. If your project requires a specific black mix or color build, please contact Presstige Printing before submitting final artwork.

18. Be Careful With Transparency, Shadows, and Effects

Transparency, shadows, glows, gradients, overlays, image filters, and layered effects may not always process the same way in every print workflow.

To reduce problems:

- Avoid using transparency over small text.
- Avoid very light transparent text.
- Avoid complicated layered effects on logos.
- Avoid placing shadows or glows behind legal copy or small text.
- Review the exported PDF carefully before sending.
- Flatten or export using a print-ready PDF setting when appropriate.

If your file contains a lot of transparency, effects, or layered artwork, we may request an editable file or a revised export.

19. Overprint, Knockout, and Specialty Layers

Most clients will not need to adjust overprint settings. However, files created in professional design software may include overprint, spot colors, specialty layers, or production paths.

Please check the following before sending:

- White text or white objects should not be set to overprint.
- Important design elements should not disappear when overprint preview is enabled.
- Spot colors should be used only when required for the project.
- Dielines, cut paths, foil, varnish, white ink, embossing, or specialty marks should be clearly labeled.
- Specialty production layers should be kept separate from the main artwork whenever possible.

If your project includes specialty finishing, please contact Presstige Printing before sending final files so we can confirm the correct setup.

20. QR Codes, Barcodes, and Small Details

QR codes and barcodes must remain clear, sharp, and easy to scan.

For best results:

- Use high-contrast QR codes.
- Avoid placing QR codes over photos or busy backgrounds.
- Keep QR codes inside the safe zone.
- Keep QR codes away from folds, binding, mailing areas, trim edges, and die cuts.
- Do not distort, stretch, blur, recolor, or cover any part of a QR code.
- Test the QR code from the final exported PDF before sending.

For many printed pieces, QR codes should be at least 0.75" x 0.75" when possible. Larger is often better, especially for mailers, flyers, signs, and pieces viewed quickly.

Barcodes, postal marks, variable data codes, and mailing codes may have specific placement and size requirements. Please request a template before designing mail pieces or variable-data projects.

21. Dielines, Folds, Scores, Perforations, Drill Holes, and Cut Paths

Some projects require production guides such as dielines, fold marks, score marks, perforation lines, drill holes, tabs, or cut paths.

If your project includes any of these, please request a template before designing.

General setup guidelines:

- Keep production guides on a separate layer if your software allows it.
- Clearly label dielines, folds, scores, perforations, drill holes, tabs, and cut paths.
- Do not flatten production guides into the artwork unless instructed.
- Extend artwork past cut edges when bleed is required.
- Keep text and important graphics away from folds, scores, holes, tabs, and die cuts.
- Send a final PDF proof showing how the finished piece should look.

Incorrect dieline or fold setup may delay production or require artwork adjustments.

22. Mailing Areas, Address Panels, and Postal Clear Zones

Mailers require space for postal markings, addressing, indicia, barcodes, permit information, return addresses, and mailing clear zones.

Please request a Presstige mailing template before designing any direct mail or EDDM piece.

Do not place important text, logos, faces, QR codes, or key graphics in the mailing/address area.

Mailing requirements may vary depending on:

- Final size
- Orientation
- Paper stock
- Fold style
- Mailing class
- Postal route
- Addressing method
- EDDM requirements
- Indicia or permit setup
- Barcode requirements

If the piece is an EDDM mailer, make sure the size, orientation, address area, indicia, and postal clear zones are correct before exporting.

When in doubt, ask for a template before designing.

23. Proofreading and Final Review

Please review your final PDF carefully before submitting.

Check:

- Spelling
- Grammar
- Names
- Dates
- Phone numbers
- Addresses
- Email addresses
- Websites
- Prices
- QR codes
- Page order
- Image quality
- Final size
- Front/back orientation
- Mailing areas
- Folding areas
- Binding areas
- Crop marks and bleed
- Any special instructions

Presstige Printing is not responsible for errors present in client-supplied artwork after approval or submission.

We are happy to help review technical print setup, but final content accuracy is the responsibility of the client.

24. Canva Browser Design Instructions

Use this section if you are designing in the regular Canva browser editor.

Set Up Your Canva Design

1.Create your design at the correct final size.

2.Go to File.

3.Select View settings.

4.Turn on Show print bleed.

5.Turn on Show margins.

6.Optional: turn on Show rulers and guides.

Canva margin guides are helpful, but please remember our required safe zone is 0.25" inside the trim edge.

Extend Artwork to the Bleed

If your design has a background color, image, texture, or shape that should print to the edge, make sure it extends past the trim edge into the bleed area.

Do not stop backgrounds at the edge of the page.Select CMYK if your Canva account gives you that option.

1.Use Flatten PDF if your design includes many shadows, transparent effects, overlays, or complex Canva elements.

2.Download the file.

3.Open the downloaded PDF and review it before sending.

Please do not send screenshots, JPGs, PNGs, Word documents, PowerPoint files, or Canva preview images as final print files unless we specifically request them.

Canva Links and Canva File Sharing

Canva does not create a traditional packaged folder like Adobe InDesign.

Please send:

- Final PDF Print file
- Editable Canva share link, if available
- Original logos, if available
- Original high-resolution photos, if available
- Font names, if special brand fonts were used
- Any notes about folding, mailing, paper stock, or finishing

The final PDF Print file is the most important file. A Canva share link may be helpful if we need to troubleshoot sizing, bleed, image quality, or unexpected export issues.

Please note that a Canva link should not replace the final print-ready PDF unless Presstige Printing specifically requests it.

25. Affinity by Canva Instructions

Use this section if you are designing in Affinity by Canva rather than the standard Canva browser editor.

Affinity can be used to create professional print files, but Presstige Printing does not work directly from native Affinity files.

If your artwork was created in Affinity, please export and send a print-ready PDF whenever possible.

New Affinity Document Setup

When creating a new document, use:

- Page size: Final trim size of the printed piece
- Units: Inches
- DPI: 300
- Color format: CMYK/8 when available
- Bleed: 0.125" on all sides
- Margins/Safe area: 0.25" on all sides

If the document already exists, check the document setup before exporting.

Make sure the file is not accidentally built at the wrong size, such as 8.5" x 11" when the final piece is supposed to be 6" x 11".

Affinity Bleed and Safe Zone

Extend any background color, photo, or edge-to-edge design element into the 0.125" bleed area.

Keep text, logos, QR codes, page numbers, and important graphics inside the 0.25" safe zone.

Linked Images and Resources

If you place images into Affinity, check that images are properly linked or embedded before exporting.

Before sending, check for:

- Missing images
- Modified images
- Low-resolution images
- Broken links
- Images below 300 dpi at final size

If changes are needed after submission, please make those changes in the original Affinity file and export a new print-ready PDF.

Fonts in Affinity

Before exporting, check that there are no missing fonts.

If no text changes will be needed, you may convert final text to curves/outlines after all proofreading is complete.

Do not convert live text to curves until the design is final. Once text is converted to curves, it is no longer easily editable.

Preflight in Affinity

Before exporting, run Affinity preflight check if available.

Please correct warnings related to:

- Missing fonts
- Missing images
- Low-resolution images
- RGB elements in a CMYK document
- Overset text
- Objects outside the expected print area
- Bleed issues
- Transparency or PDF compatibility warnings

A clean preflight greatly reduces the chance that we will need to request a revised file.

Exporting a Print-Ready PDF From Affinity

1. Go to File.
2. Select Export.
3. Choose PDF.
4. Use a print-ready PDF preset when available.
5. Set raster DPI to 300.
6. Use CMYK color when available.
7. Include 0.125" bleed.
8. Include crop marks if requested or if the project requires them.
9. Embed fonts or subset fonts when available.
10. Export the PDF.
11. Open the PDF and review every page before sending.

Please send the exported print-ready PDF, not the native Affinity file, unless Presstige Printing specifically requests something else.

26. Adobe InDesign, Illustrator, and Photoshop Instructions

Use this section if you are designing in Adobe software.

Presstige Printing works primarily with Adobe software for native design and prepress work. If native files are requested, Adobe files are preferred.

Adobe InDesign

InDesign is preferred for multi-page documents such as newsletters, booklets, catalogs, books, and brochures.

Before sending:

- Build the document at the final trim size.
- Include 0.125" bleed on all sides.
- Keep important content inside the 0.25" safe zone.
- Use CMYK color when possible.
- Check that all fonts are active and available.
- Check that all linked images are current and high resolution.
- Run Preflight before exporting or packaging.
- Export a print-ready PDF with bleed included.
- Package the InDesign file if native files are requested.
- When packaging, include:
- InDesign file
- Linked images
- Fonts, if licensing allows
- IDML file, if helpful
- Print-ready PDF
- Instructions or notes for production

Adobe Illustrator

Illustrator is commonly used for logos, signs, cards, labels, and single-page layouts.

Before sending:

- Build the artboard at the final trim size.
- Include 0.125" bleed on all sides.
- Keep important content inside the 0.25" safe zone.
- Use CMYK color when possible.
- Embed or supply linked images.
- Outline fonts if no text edits will be needed.
- Send font names or font files if edits may be needed and licensing allows.
- Save or export a print-ready PDF for production.
- Send the native AI file only if requested.

Adobe Photoshop

Photoshop is best for photo-based artwork, not text-heavy layouts.

Before sending:

- Build the file at final trim size plus bleed, or make sure bleed is included in the exported PDF.
- Use 300 dpi at final print size.
- Use CMYK color when available.
- Keep important content inside the 0.25" safe zone.
- Avoid using Photoshop for small body text when possible.
- Do not flatten the file if text edits may be needed.
- Send layered PSD files only if requested.
- Send a final print-ready PDF or high-resolution flattened file for visual reference.

Flattened Photoshop files may not be editable. If text, logos, or design elements need to be changed later, please keep a layered version.

27. CorelDRAW and Other Non-Adobe Design Programs

Presstige Printing does not work directly from native CorelDRAW files.

If your artwork was created in CorelDRAW or another non-Adobe design program, please export and send a print-ready PDF whenever possible.

Before exporting from CorelDRAW or other design software, please make sure:

- The document is built at the final trim size.
- 0.125" bleed is included on all sides.
- Important content is kept at least 0.25" inside the trim edge.
- Images are high resolution.
- Fonts are embedded, outlined, or otherwise handled correctly.
- Colors are CMYK when available.
- Crop marks and bleed are included when appropriate.
- The exported PDF is opened and reviewed before sending.

If a PDF is not available, high-resolution JPG, PNG, or TIFF files may be acceptable only when the artwork is final, flattened, correctly sized, high resolution, and does not require editing.

Please do not send native CorelDRAW files as final production files. If changes are needed, they should be made in the original program before exporting a new print-ready PDF.

28. Microsoft Word, Publisher, PowerPoint, Google Docs, and Similar Programs

Files created in Word, Publisher, PowerPoint, Google Docs, Google Slides, Apple Pages, or Keynote may not be print-ready by default.

These programs can cause issues with:

- Page size
- Bleed
- Image resolution
- Font substitution
- Color conversion
- Transparency

- Text reflow
- Margins
- Missing graphics
- Unexpected layout changes

Please export or save your file as a high-quality PDF before sending. Open the exported PDF and carefully review every page before uploading it.

If the PDF does not match your original file, please correct the issue before sending it to us. We print from the supplied file, so the PDF should show exactly how you expect the finished piece to look.

For professional-quality printing, we recommend using a design or layout program that supports proper bleed, margins, high-resolution images, and print-ready PDF export.

29. Older or Discontinued Software

Files created in older or discontinued programs, including older versions of PageMaker, Publisher, QuarkXPress, or other legacy design software, may require extra review.

If you are using older software, please send:

- A print-ready PDF
- All linked images and logos, if available
- Font names or font files, if licensing allows and edits may be needed
- A screenshot or low-resolution reference image showing how the final design should look

Older files may not open correctly on current systems. A reviewed PDF is the best way to show us exactly what you expect to print.

Presstige Printing may not be able to open or edit native files from older or discontinued software.

30. AI-Generated Artwork

AI-generated artwork is often supplied as flattened image artwork. We may not be able to edit, rebuild, extend, separate, upscale, or recreate AI-generated elements.

AI-generated files may also contain:

- Distorted text
- Misspelled words
- Incorrect logos
- Unusual image artifacts
- Blurry details
- Low-resolution areas
- Missing bleed
- Elements that cannot be separated or edited

Please review AI-generated artwork carefully before submitting it.

If AI artwork is low resolution, contains distorted text, has incorrect details, or does not include bleed, it may need to be corrected or resupplied before printing.

31. Special Notes by Project Type

Flyers, Invitations, Postcards, Rack Cards, and Business Cards

Send the design at the final trim size. If the piece is double-sided, send the front and back clearly labeled.

Do not place multiple copies on a larger sheet. Presstige Printing will handle imposition.

Business Cards

Small cards have very little room for trimming variation, so the 0.25" safe zone is especially important.

Keep names, titles, phone numbers, email addresses, logos, and QR codes away from the edge.

Newsletters, Booklets, Catalogs, and Books

Please send single pages in reading order unless we specifically request printer spreads.

For books or perfect-bound projects, contact us before designing the cover. Spine width depends on final page count, paper stock, and binding method.

Before sending, make sure:

- Page count is correct.
- Pages are in order.
- Blank pages are intentional.
- Page numbers are consistent.
- Margins are large enough for binding.
- Important content is not too close to the gutter.
- Images are high resolution.
- Covers, interiors, and special inserts are supplied separately if requested.

For saddle-stitched booklets, crossovers and images that run across spreads may shift slightly during folding, trimming, and binding. Avoid placing critical text or important details directly across the fold.

Folded Brochures

Please request a template before designing.

Folded pieces may not have equal panel sizes. Tri-folds, roll folds, gate folds, and other folded pieces often require adjusted panel widths so the piece folds correctly.

Keep important text and graphics away from fold lines.

EDDM Mailers and Direct Mail

Mailers require space for postal markings, addressing, indicia, barcodes, permit information, and mailing clear zones.

Please request a Presstige mailing template before designing.

Do not place important text, logos, faces, QR codes, or key graphics in the mailing/address area.

If the piece is an EDDM mailer, make sure the size, orientation, address area, indicia, and postal clear zones are correct before exporting.

Mailing requirements may vary depending on the size, format, orientation, mailing class, and mailing method. When in doubt, ask for a template before designing.

Full-Bleed Designs

Any design that prints to the edge must include 0.125” bleed on all sides.

If bleed is missing, we may need to enlarge, stretch, crop, or adjust the artwork to avoid white edges.

Signs, Banners, Large Format, and Specialty Products

Large-format files may have different setup requirements depending on size, material, finishing, viewing distance, and installation method.

Please confirm setup before submitting artwork for:

- Banners
- Yard signs
- Posters
- Foam board
- Window graphics
- Vehicle graphics
- Wall graphics
- Stickers
- Labels
- Specialty-cut products

Large-format projects may not always require the same resolution as small-format print pieces, but the artwork must still be clean, sharp, correctly sized, and properly prepared for production.

32. Common Reasons Files Are Delayed

Files may be delayed or require extra prepress review if they have:

- Missing bleed
- Incorrect final size
- Important content too close to the trim edge
- Low-resolution images
- Missing fonts
- Missing linked images
- RGB color with brand-critical color expectations
- Locked or password-protected PDF settings
- Multiple designs imposed on one page
- Incorrect page order
- Missing pages
- Incorrect front/back orientation
- Crop marks or template guides inside the artwork area
- Artwork placed in mailing or barcode areas
- QR codes that do not scan
- Flattened files that require text edits
- Native files from unsupported software
- AI-generated content that contains artifacts or distorted text
- Specialty finishing that was not discussed before file submission

Submitting a clean, print-ready PDF helps your project move more quickly through prepress and into production

33. What to Send Us

Please send:

- Final print-ready PDF
- 0.125" bleed on all sides
- 0.25" safe zone respected
- Crop marks and bleed included when appropriate
- CMYK file if available
- All pages included and in order
- Front and back files clearly labeled
- Editable Canva link, if designed in Canva and troubleshooting may be needed
- Packaged Adobe InDesign folder, if designed in InDesign and native files are requested
- Adobe Illustrator or Photoshop files, if native files are requested
- Original logos, if available
- Original high-resolution photos, if available
- Font names or font files, if licensing allows and edits may be needed
- Any folding, mailing, binding, paper stock, or finishing instructions

If your project was created in Affinity, CorelDRAW, Microsoft Publisher, Word, PowerPoint, Google Docs, Google Slides, Apple Pages, Keynote, or another non-Adobe program, please export and send a print-ready PDF.

34. Final Upload Checklist

- My document is built at the correct final trim size.
- I included 0.125" bleed on all sides.
- Backgrounds and photos extend into the bleed area.
- Important text, logos, QR codes, and page numbers are at least 0.25" from the trim edge.
- Images are high resolution and not blurry.
- Logos are high quality or vector when possible.
- I avoided screenshots and low-resolution graphics.
- The file is CMYK if my software allows it.
- I reviewed colors and understand that screen color may differ from print.
- I checked transparencies, shadows, and effects.
- I exported a print-ready PDF.
- My PDF is not password-protected or locked.
- Crop marks and bleed are included when appropriate.
- Crop marks and template guides are not inside the artwork area.
- Fonts are embedded, packaged, outlined, or otherwise accounted for.
- Linked images are embedded, packaged, or supplied.
- I opened and reviewed the exported PDF.
- All pages are included and in the correct order.
- Front and back files are clearly labeled.
- Mailing, folding, binding, or finishing areas are clear, if applicable.
- I included an editable Canva link or packaged Adobe native file if requested.
- I tested QR codes and checked all contact information.
- I reviewed spelling, grammar, page order, dates, names, and final content.
- My files are clearly named before upload.

Following these steps helps us print your project accurately, avoid delays, and reduce the chance that your file will need to be adjusted before production.

Final Note

Files that do not meet these requirements may require additional prepress time and charges, or may need to be resupplied before printing. This can delay the printing schedule and delivery of the final product.

If you are unsure how to prepare your file, please contact Presstige Printing before submitting your artwork. We are happy to help confirm the correct setup before your project goes into production.

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Need help with your artwork?

Contact Presstige Printing before submitting files if you are unsure about sizing, bleed, mailing panels, folds, binding, die cuts, or specialty finishing.