

# Top 7 File Prep Mistakes

## and How to Avoid Them

Kiss your print hassles goodbye with this handy checklist!



### 1. Additional Revisions

*Did you complete all revisions and confirm design approval with all parties before sending?*

» One of the biggest time wasters is sending files before your content is ready and correct. This can halt the production process if there are any additional changes required.

### 2. Missing Bleeds

*Did you include a bleed of .125" on every page?*

» If your design runs all the way to the edge of the page (i.e. no white border around it), be sure to include bleeds with your artwork. If using print-ready PDFs, remember to include the bleed on your PDF file as well.

### 3. Low-Resolution Photos

*Did you make sure images have a resolution of at least 300 dpi (dots per inch)?*

» Use JPEG or TIFF files for printing and avoid random graphics you find on the web. If possible, use InDesign's preflight tool to catch image resolution images before you send to production.

### 4. Poor Quality Logos

*Did you include a high-resolution (or preferable vector) version of your logo?*

» When you send your files, be sure to include a vector version of your logo. Scanning your letterhead or dragging one off your website or email will not yield the quality you're looking for.

### 5. Missing Fonts

*Did you package all fonts used in the design?*

» Make sure to use fonts that you are licensed to use and include all of them when sending your files. Tip: Google fonts are free and "Open Source." That means you can use them in any way you want including commercially, online, or in print. Using a preflight tool should also catch this common, missing-font mistake.

### 6. Folding Errors

*Did you make a folded sample from your file print out?*

» Be sure to check that your folding panels are the right size and the front of your piece lines up with the back. If you are unsure of how to determine panel sizes, please check with us first.

### 7. Unorganized or Messy Files

*Did you ensure all necessary files are included and packaged correctly?*

» Whenever possible, package all files, fonts, and links together. Be sure to eliminate any unnecessary information like previous file versions, unused color swatches, and extra art.