



Design Specifications for Exalt Printing Solutions

- 1) Start and finish your design in CMYK when possible.
- 2) Flatten files prior to sending to Exalt. This will eliminate any “hidden” print challenges that will not show up in a .pdf file.
- 3) Design your art on the correct size art board. Don’t forget to add the crop marks and bleed line to the art board.
 - a. Make sure “crop marks” are on the .pdf submitted. Please keep all text and anything you don’t want cut at least .125” from the cut line.
 - b. If there are bleeds, make sure they extend .125” past the cut line.
 - c. Outline the fonts prior to saving to a .pdf file
- 4) If the document is multiple pages, make sure each page is set up correctly and matches the size specifications of the other pages. If there is more than one page, please send a .pdf for each separate page. Use the file name to reflect the order of the document.
- 5) Be cautious when using “gradient”. This can cause “Banding” with certain colors (pastels and grey scales are more susceptible). Make sure the transition takes place over a large area to insure a smooth transition.
- 6) When using Black, to get a “Rich Black” output, use the following CMYK values: C60 M40 Y40 K100. This will provide a richer color of black than K100 alone.
- 7) To avoid “transparency issues”, never use shadows, glows or any other transparency (image or otherwise) on top of a spot color. Always convert your spot color to CMYK and flatten before sending in the file.
- 8) If you chose to use “Spot UV”, you must include a Spot UV template file along with the regular full color file. The Spot UV template file is used to show where the UV will be placed. Use 100% K to indicate where you would like the UV. White will indicate no UV. Remember, if it’s white, you can’t write on it.
- 9) Use high resolution images only. Low resolution images that may look acceptable on a computer screen or local printer, may not print well on a commercial printer. Only 300 dpi files, or higher, are acceptable.
- 10) When using Adobe Indesign or Illustrator, use these steps to make sure your .pdf files export correctly. The export settings for .pdf files should be set to: Press Quality, compatible with Acrobat 4 (PDF 1.3) and Compress Text and Line Art is set to Off.
- 11) Taking the steps above will help eliminate printing press related problems. Should you have challenges in preparing the artwork to be sent to Exalt, we can provide assistance through our artist, for a fee.

If you have any questions, please call Exalt Printing Solutions.