

How To Collect Your Job To Send To Simpson Print

Once you have completed your job, the next step is to gather all the files to send to Simpson. This process, known as collecting your job, ensures that everything necessary for the job is included. Depending on the program used to create your layout file, the collection process may differ.

Here are the recommended methods for some commonly used programs:

For InDesign Layouts:

- Go to the InDesign File menu and select **“Package”**. This will automatically gather all the required files, including fonts and linked graphics, into a single folder.

For Illustrator Layouts:

- Go to the **File menu** and choose **“Package.”**
- Illustrator will collect all the linked images and fonts used in your artwork into a designated folder.

For Photoshop Designs with links or placed graphics:

- Open your Photoshop file. Ensure that all linked files (such as images or graphics) are embedded as smart objects. To do this, right-click on the linked layer in the Layers panel and select **“Convert to Smart Object.”** Go to the File menu and select **“Save As.”** as PSD.

We also accept PRINT READY PDFS.

When you plan to work with a printing company, it's important to provide a print-ready file.

That way you avoid issues with the artwork, potential errors or result other than what is expected.

GETTING YOUR PROJECT READY FOR PRINTING CHECKLIST -

○ **Overprint and Transparency:**

Verify that overprint settings and transparency effects are correctly applied where needed. Double check you don't have white type, box, lines, etc selected as overprint.

○ **4 Colour Black Type/The colour “Registration”:**

To prevent a possible blur effect, Very small type (6 pts or smaller) should always be a colour value of 100% black (C-0, Y-0, M-0, K-100) not a mixture of CMYK values.

Please do not use registration colour in your artwork. This causes too much ink laydown and can cause issues. Total ink should not exceed 280-320%.

○ **Colour format:**

Please supply all images as CMYK. Converting your RGB images to CMYK will give you a better idea of what to expect on press, especially with colors outside the CMYK gamut like bright greens and blues.

PNG files do not support CMYK therefore are not suitable for print production. Check that spot colors are converted to CMYK or, if desired, carefully defined and applied as spot.

○ **Folding and Binding/Imposition:**

Simpson will impose your files for you. Please provide pages as single pages (not printer or reader spreads). Check that important content is within safety margins (page numbers, type, etc.) - 1/4" is ideal for saddle stitch books, 1/2" for drill hole and coil bound books (on spine edge).

○ **Image Resolution:**

Optimally, images should be minimum 300 ppi for offset / 150 ppi for wide format.

○ **Trapping:**

We handle trapping ourselves, so discuss any concerns you have with us.

○ **Barcodes and QR Codes:**

Check that barcodes/QR codes scan with a barcode reader if possible. Barcodes should always be in 100% black.

○ **When supplying native files:**

Be sure to include the images and fonts

○ **UV, Varnish, Foil and/or Emboss Areas:**

Please indicate these properly, either as a spot colour or on a separate layer. Thixo ink should stop 1/16" from fold to prevent cracking.

○ **Bleed:**

Extend artwork to bleed lines if art goes to trim edge. If sending a pdf, please make sure pdf is saved with bleed.

1/8" required for offset & single sided wideformat / 1/4" for double sided wideformat

○ **Check for errors:**

Proofread the document for spelling, grammar and layout errors.

Tidy by deleting unused elements, elements on the pasteboard, and empty boxes.

