Unity Printing File Submission Guidelines

The Basics
Preparing digital material for offset printing is a complex and exacting science. It is very different from making and printing a file from your personal computer. If it is not done properly, the results can be unpredictable. If you choose to produce and submit files yourself, we will do our best to accommodate, but we can not guarantee that the results will be satisfactory.

Hard Copy
We must have a hard-copy printed proof of your file before we can proceed. A quality laser print should be provided at 100% size, showing any special information, such as diecuts and perfs. If we don't receive a printed proof with your materials, we will have no way of knowing whether our output matches yours.

Images
Placed photographic images (raster images) must be CMYK for full color printing or Grayscale for black-and-white printing. The resolution should be 300 DPI at 100% placed size, cropped to size, and saved as TIFF, EPS, or the least-preferred JPEG. (This type of file uses a compression which deletes data from the file, degrading the image quality). Placed illustrations (vector images) must be CMYK for full color printing or Grayscale for black-and-white printing. PMS colors must be indicated correctly for spot color printing. It is essential that you include all of your placed images as SEPARATE files, along with your original document file. Photos that are placed or pasted into a page-layout program cannot be output properly without the original files saved separately as TIFF, EPS, or JPEG. We will have to use the low-resolution preview image, and we can not guarantee that the results will be satisfactory.

Fonts
It is essential that you provide all of the fonts you use to construct your file – screen fonts and printer fonts – as SEPARATE files. If you do not send us fonts, we will have to substitute something similar and we can not guarantee that the results will be satisfactory.

Colors
Any full color files you use must be defined as CMYK. If you use RGB-defined colors (the kind that come as defaults with most programs) they will be converted by us to CMYK. Since CMYK builds do not exactly match RGB formulas we can not guarantee that the results will be satisfactory. When providing spot color files, the spot colors must be defined correctly in each program used to build your page layout. They should be named the same from program to program and any unused colors should be deleted from the color palette.

Graphics Programs

QuarkXPress
This is the preferred application for creating your digital file. PageMaker and InDesign are also acceptable page layout programs. Be sure to include placed images and fonts.

Adobe Illustrator
When submitting files from Illustrator, you should "Convert to Paths" all of the type. When choosing this option you will not need to include your fonts, but we will be unable to make any type changes. If type changes occur, you will need to resubmit the file after making the corrections yourself. Be sure to include any placed images.

Microsoft Products
These programs are acceptable, but not recommended because of their limitations. They are word processing, not graphic layout programs.

PDF
It is preferred that the native page layout file and all supporting fonts, images, and illustrations are included, but if PDF is your only option, be sure to set your Acrobat Distiller for "Press Optimized" settings. All fonts MUST be embedded into the file.

Proofing Policy
Although we proof all customer files internally, Unity Printing still requires all customers to approve a hard copy dummy proof before we can proceed with any print job. Without such a proof, progress of the job will not continue through the production process.