

Imago's General Technical Specifications for supplying files for print

All files for printing should be supplied as PDFs

Please follow Imago's detailed instructions for creating PDFs for the layout software you are using. See <http://www.imago.co.uk/resources/pdf.html>

Colours

- 4 colour – images need to be CMYK not RGB.
- 2 colour – images to be in the appropriate spot printing colours, if special colours are used.

All PDFs need to be supplied in the final printing colours, i.e. with everything in CMYK (and spot colours when appropriate) not in RGB.

Resolution

- Colour or greyscale images – 300dpi -350dpi (or as close to as possible).
- Line illustrations – 1200dpi
- Images that are supplied at lower resolutions, may not give the required quality.

Bleed and margins

- 3mm bleed – when colour runs to the edge of a page a minimum of 3mm bleed is required.
- Page numbers & running heads – position text at least 6mm from the edge of the page.

Fonts - All fonts must be embedded in your PDFs.

Black type

- Set all black type up to overprint so that it does not knockout when it runs over colour.
- When printing special effects or with non-standard inks (metallics, etc) – check with printer

White type

- Co-edition titles: do *not* set white type to 0%C, 0%M, 0%Y, 0%K, or to white. Set up as 1%K.
- Non-co-edition titles: where white type can reverse out of colour or black, it is ok to use white (in Quark) or paper (in InDesign), or to use 1% black.

Total ink limits (TIC/TAC)

- 320% for coated papers and 280% for uncoated papers.
- 4c solid blacks – we suggest – 100%K, 60%C, 60%M, 60%Y.

PDFs should be supplied as follows:

Co-edition printing

- CMYK composite PDF – with no text in it
- Plus a text only PDF for each different language – ie a Text Black PDF – UK/US/Fr etc

Single language printing (where *no* co-editions will follow)

- CMYK composite PDF together with the text.

Composite PDFs are always preferred

- Text Black PDFs – work with layers in Quark or InDesign and generate composite Text Black only PDFs. Separate Text PDFs are acceptable, but not as good.
- Duotone printing – composite PDFs required.

Single or double page spread PDFs

- Single pages - all standard books
- Spreads - Only board books and some concertina bound pop books – check with printer