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THIS TOWN  
HAS EVER  
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THE LAST GREAT DYNASTY

Prepare your Files  
*FOR PRINT*





# FILE SETUP

## 01. Use CMYK Mode

### WHY?

- Printers use **CMYK (Cyan, Magenta, Yellow, Black)** inks to produce colors.
- If you design in **RGB (Red, Green, Blue)**, your colors might look bright on screen but appear dull or different when printed.
- Using **CMYK** ensures you see more accurate colors during the design process.

### **NOTE:**

For exact color matching, especially for logos or branding, consider using **spot colors** or **Pantones**, as they provide consistency and allow for special finishes like metallic or neon inks.

## RGB Colors





## CMYK Colors

# FILE SETUP

## 02. Choose the Right Size

### WHY?

- The printer needs the **correct dimensions** to produce your project accurately.
- If the **size is wrong**, your design could be stretched, cropped, or not fit properly on the material.
- Templates **from the printer** help match their equipment perfectly.

Width		
1080 px	Pixels ▼	
Height	Orientation	Artboards
1920 px	 	 1 

01 - Artboard 1

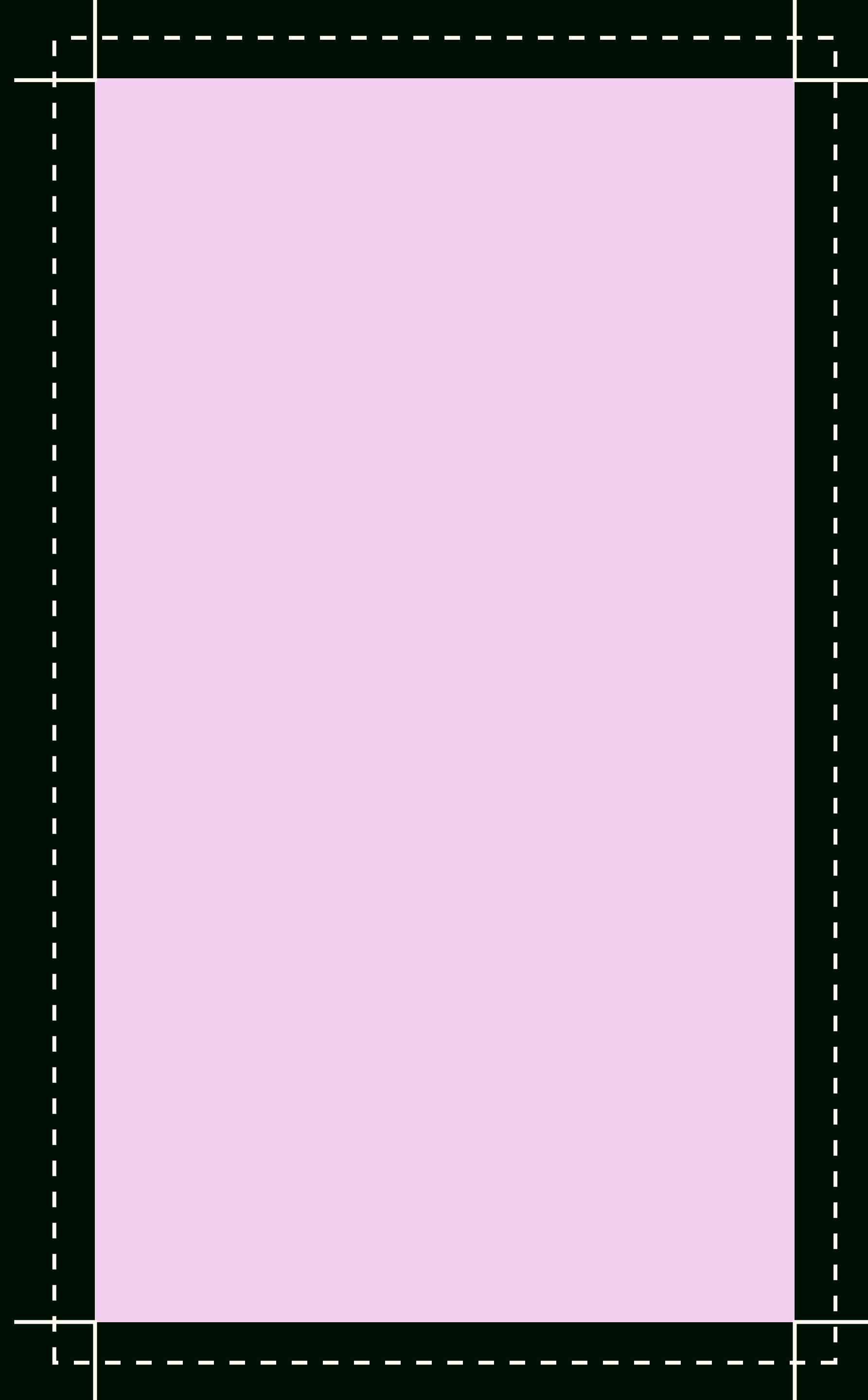
# FILE SETUP

## 03. Adding a Bleed

### WHY?

- During printing and cutting, **paper** can shift slightly.
- A **bleed** adds extra design space (**usually 3-5mm**) to prevent white edges from showing if the cut isn't perfectly aligned.
- Without a bleed, your design might have **blank spaces** at the edges.

Top	Bottom
<div><div>^</div><div>3 mm</div><div>v</div></div>	<div><div>^</div><div>3 mm</div><div>v</div></div>
Left	Right
<div><div>^</div><div>3 mm</div><div>v</div></div>	<div><div>^</div><div>3 mm</div><div>v</div></div>



# FILE SETUP

## 04. Use High Quality Images

### WHY?

- Images with low resolution (less than 300 DPI) **appear blurry or pixelated** when printed.
- Higher DPI means **more detail** in your printed images, making them look sharp and professional.

Raster Effects

High (300 ppi)	▼
High (300 ppi)	✓
Medium (150 ppi)	
Screen (72 ppi)	
36 ppi	



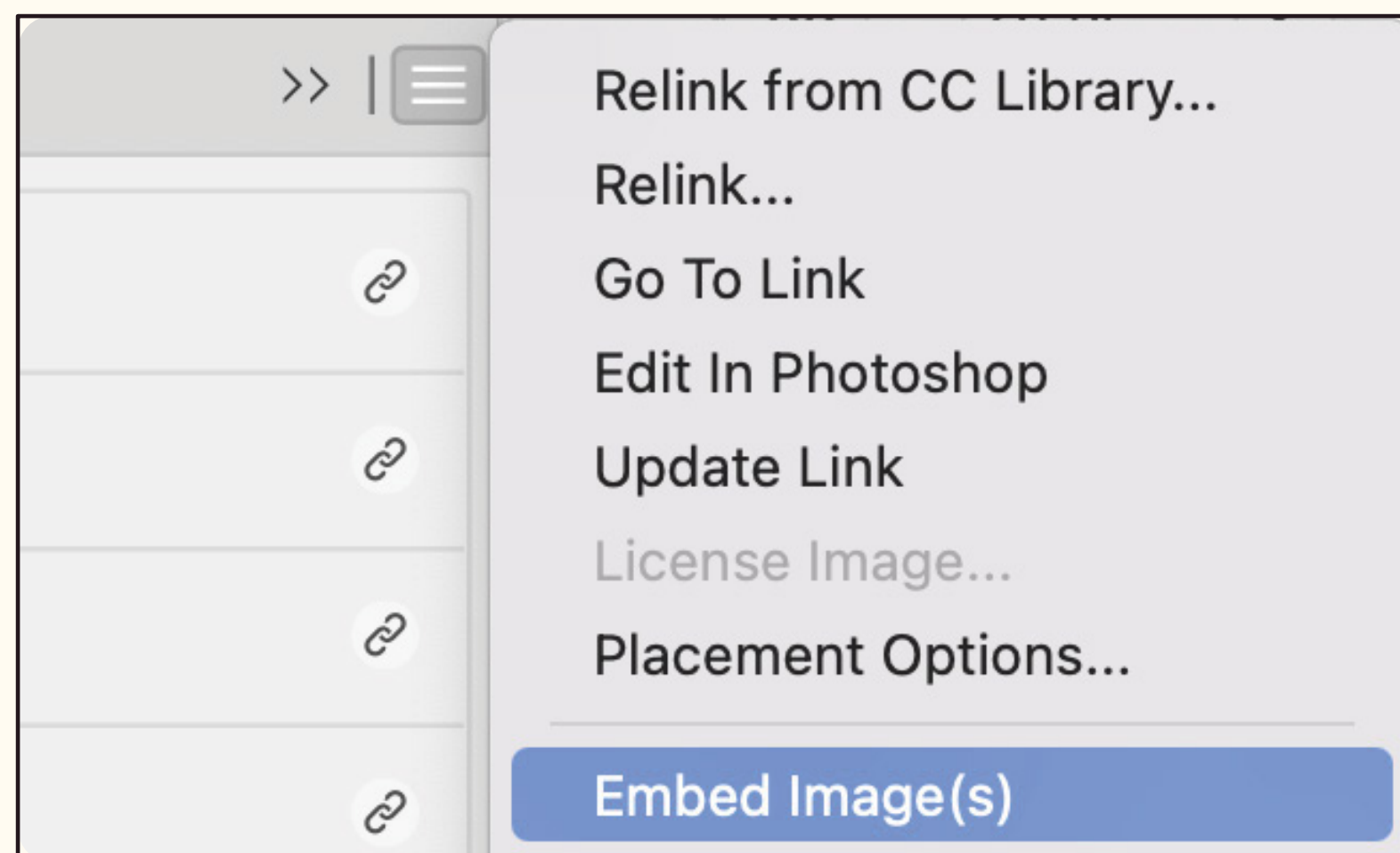


# FILE SETUP

## 05. Embed Images

### WHY?

- If images are only linked (not embedded), they might **not show up** when the printer opens your file.
- Embedding ensures all graphics stay with the file, avoiding **missing or blank** images.



# FILE SETUP

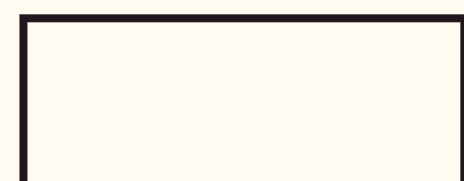
## 06. Keep Important Stuff Inside (Safe Zone)

### WHY?

- The safe zone ensures that critical elements (like text or logos) **don't get trimmed off**.
- Cutting isn't always 100% precise, so **leaving a buffer** (at least 3mm inside the trim line) keeps everything important intact.



Danger Zone



Safe Zone

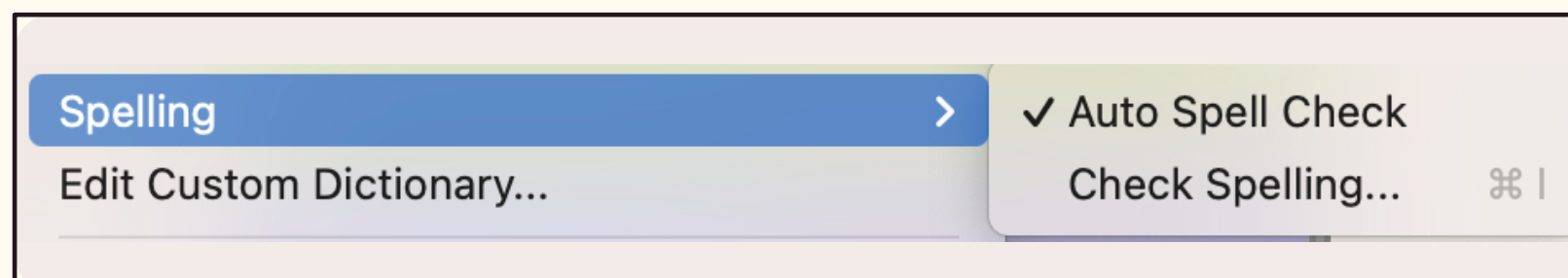
**KEEP EVERYTHING  
IMPORTANT INSIDE**

# ARTBOARD

## 01. Check Your Spelling

### WHY?

- Mistakes in spelling or grammar can ruin your project's professionalism.
- Fixing errors after printing is costly and wastes time.
- A thorough check helps avoid embarrassing or expensive reprints.



DONOT FORGET TO CHECK ME FOR  
TO SPELLING MSTAKES!

DONOT FORGET TO CHECK ME FOR  
TO SPELLING MSTAKES!

DONOT FORGET TO CHECK ME FOR  
TO SPELLING MSTAKES!

DONOT FORGET TO CHECK ME FOR  
TO SPELLING MSTAKES!

DONOT FORGET TO CHECK ME FOR  
TO SPELLING MSTAKES!

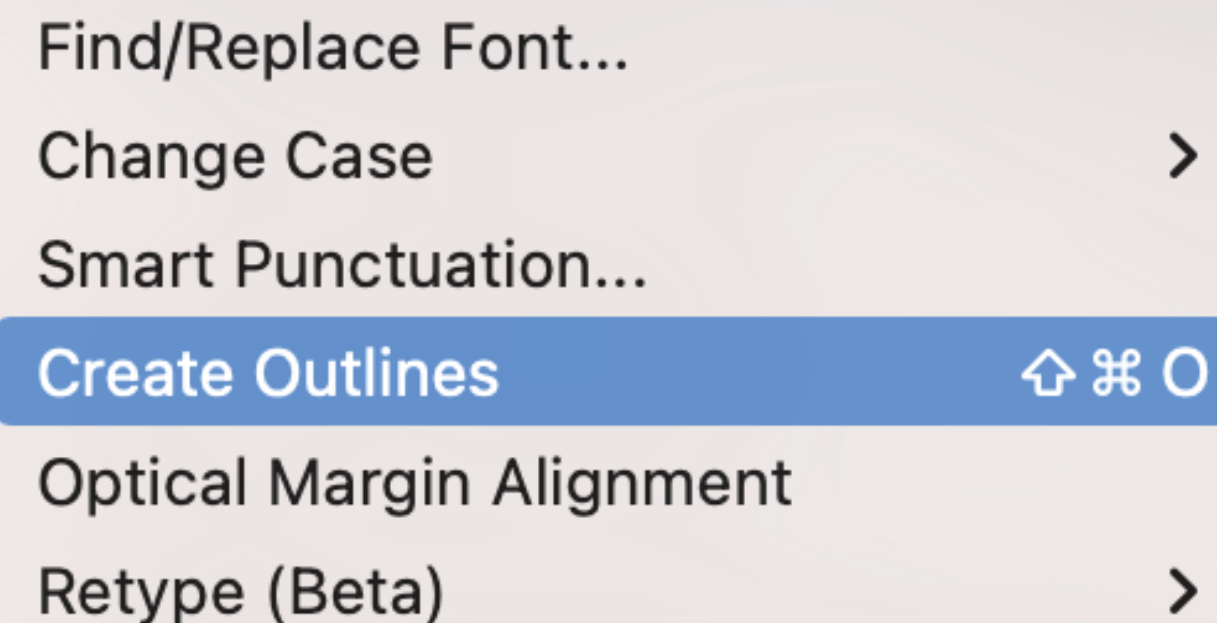


# ARTBOARD

## 02. Convert Fonts to Outlines

### WHY?

- Fonts might **not be available** on the printer's system, causing text to change or disappear.
- Converting fonts to outlines ensures the text becomes a graphic shape, so it **prints exactly as designed**, without relying on the font file.



Find/Replace Font...  
Change Case >  
Smart Punctuation...  
**Create Outlines** ⌘ ⌘ O  
Optical Margin Alignment  
Retype (Beta) >



DON'T FORGET TO  
MAKE ME AN OUTLINE



DON'T FORGET TO  
MAKE ME AN OUTLINE

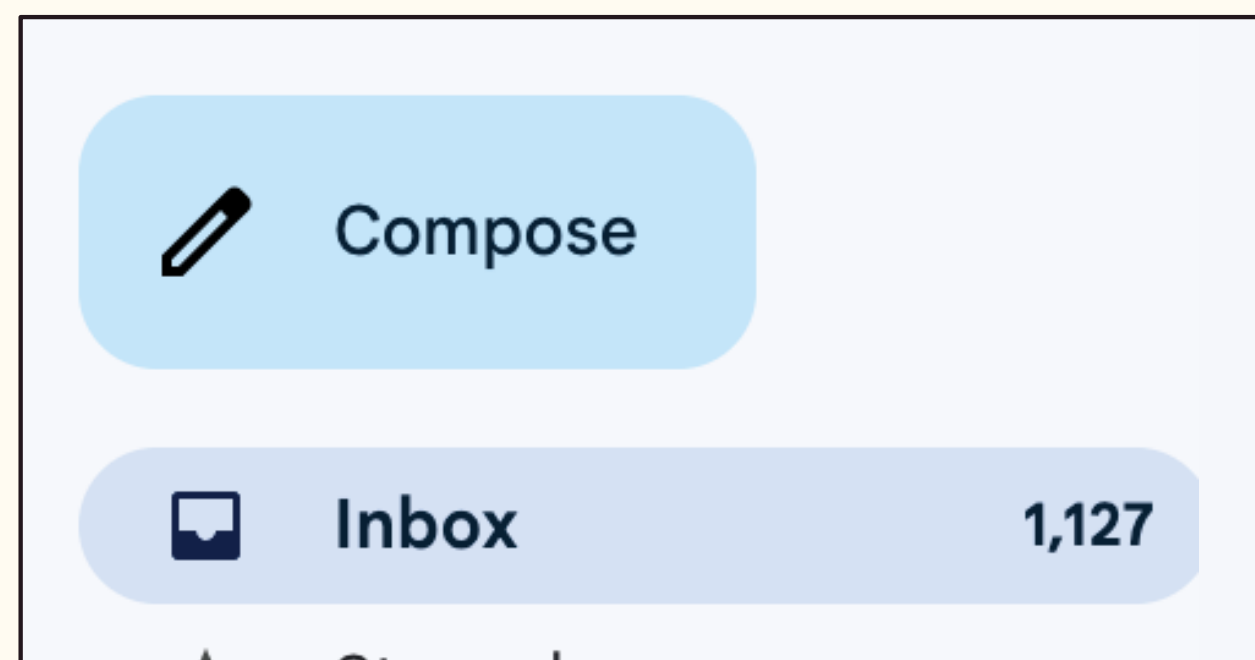


# EXPORTING

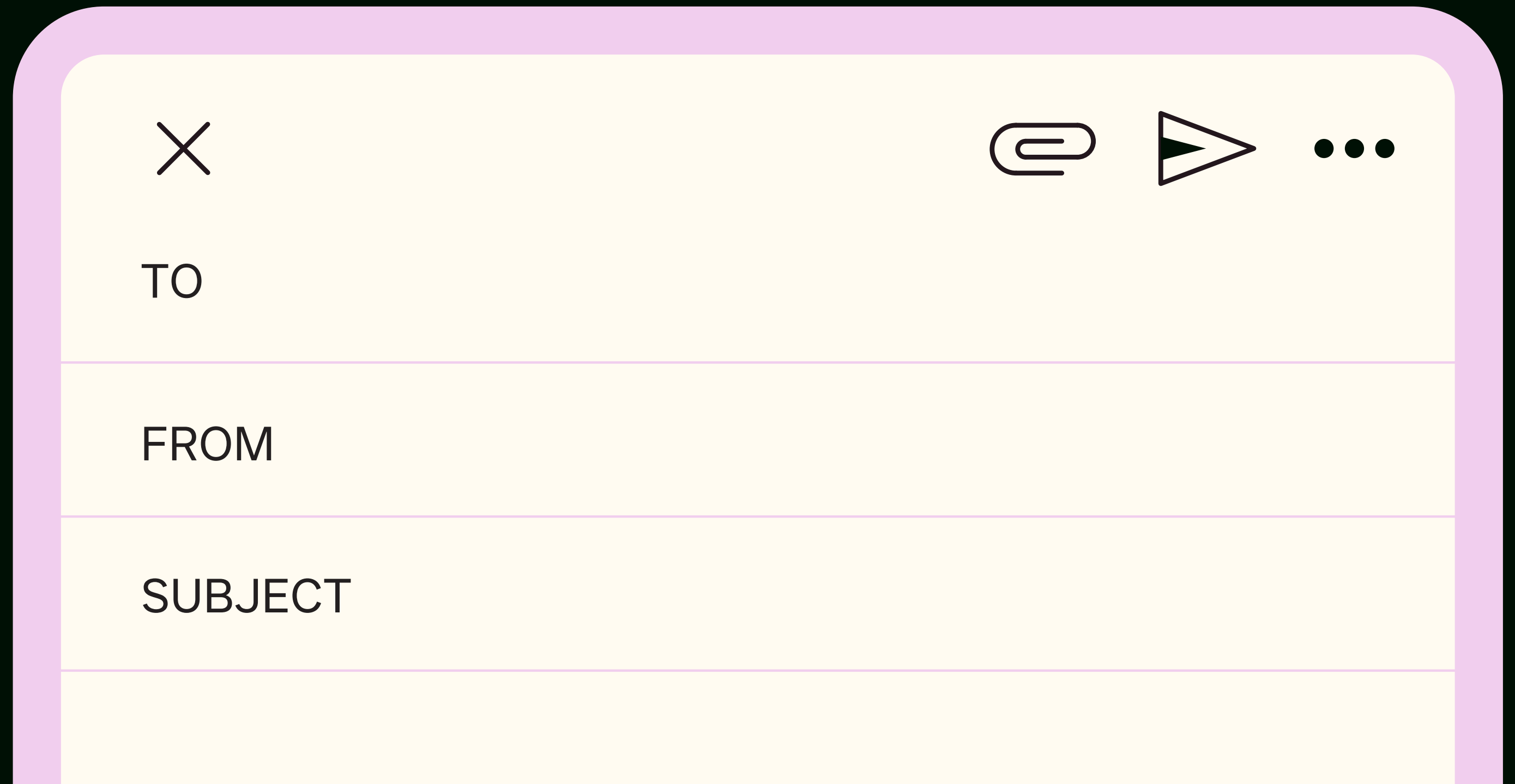
## 01. Communicate with Printer

### WHY?

- Different printers' shops have **different requirements** (e.g., preferred file formats, bleed size).
- Talking to the printer early **prevents miscommunication** and ensures your file is set up to their specifications.



**YOU CAN ALWAYS EMAIL  
OR CALL YOUR PRINTERS**

A screenshot of an email composition window. It has a light yellow background with a pink border. At the top, there is a header bar with a close button (X), a paperclip icon, a play button icon, and a three-dot menu icon. Below the header, there are three input fields labeled 'TO', 'FROM', and 'SUBJECT' in a light gray font. The 'TO' field is currently empty.

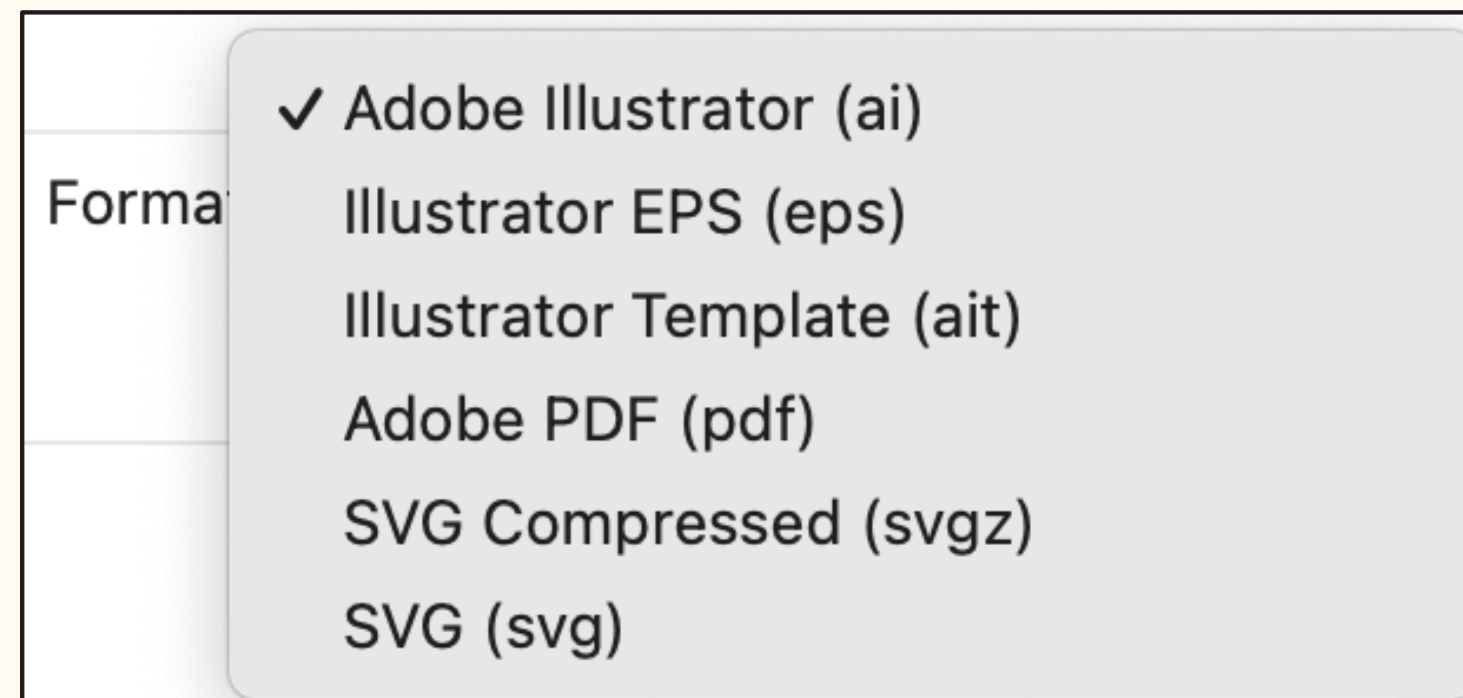


# EXPORTING

## 02. Save Your File Properly

### WHY?

- Saving as a **High-Quality PDF** ensures your design looks the same on any device and is compatible with the printer's software.
- PDFs preserve fonts, images, and layout, **minimizing errors** during printing.



## FINAL SETTINGS



**PDF Preset 'High Quality Print'**



**Enable 'preserve Editing' Mode.**



**Select 'Trim Marks'.**



**Select 'Use Document Bleed'.**