

PRINT READY SPEC SHEET



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HPI PREFLIGHT CHECKLIST

- ✓ Images are in CMYK not RGB
- ✓ Photo Resolution is a minimum of 300dpi
- ✓ Proper Bleeds (1/8" all around) (SEE IMAGE A)
- ✓ Proper Safe Margins (SEE IMAGE A)
- ✓ Correct Document Size
- ✓ Text in Black(100% black),
Not Process Black (Using C, M, Y, K)
- ✓ Correct Page Count
- ✓ Correct Panel Sizes for Brochures
(See pg.2 'Brochure Folds' for correct dimensions)
- ✓ If providing working files, ensure all fonts and images
are provided along with the Quark/InDesign document
- ✓ Text set in Illustrator is converted to outlines

NOTE If you enlarge a raster (Photoshop) image in your layout program (Quark/InDesign) you are in effect lowering the image resolution. Vector (Illustrator) files are resolution independent, which means they can be enlarged without image quality deterioration.

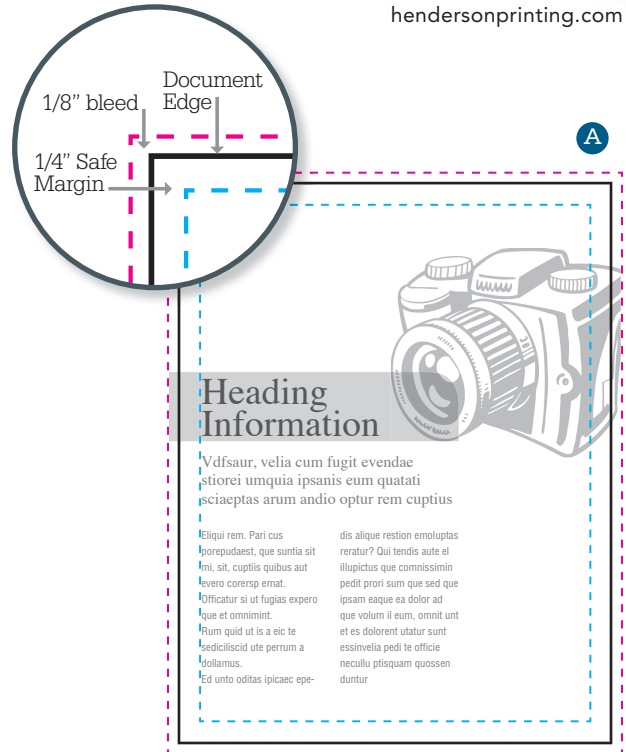
PROCESS VS SPOT COLOUR

When sending files that are printing in spot colour(s). It is very important to convert any process colour(s) to the specific spot (pantone) colour in which it will be printed. Below are examples of the same logo, the left set in process colour and the right using spot colours. They may look the same, but they will print differently.

C = 90
 M = 57
 Y = 0
 K = 0

 C = 0
 M = 0
 Y = 0
 K = 100

Pantone 660
 Black



Document Edge

This is where the document is going to be trimmed to the file's finished size

Bleed

This is the part of the document that will get trimmed off after printing. It is imperative that important information (ie. text) is kept away from the document's edge. This prevents any information from being cut off.

Safe Margin

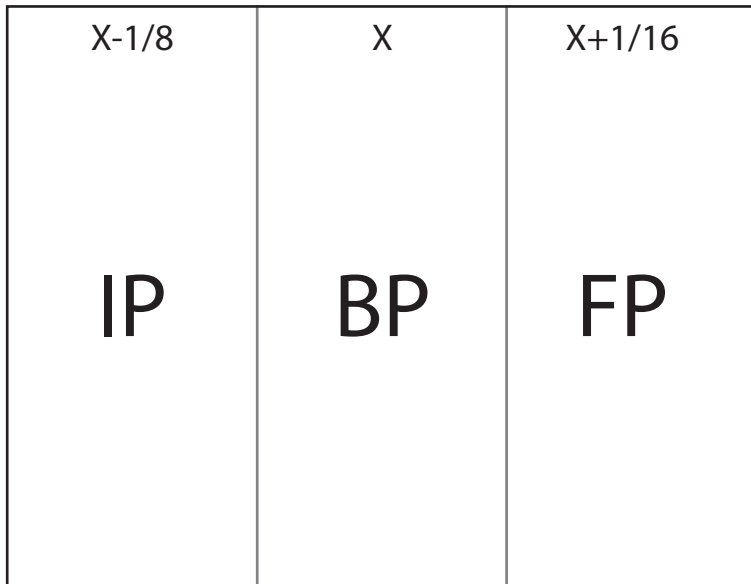
This provides a safe area 1/4" in from the document's finished edge. Any text, graphics or photos you don't want to bleed off the edge, should stay within the boundary of the 1/4" margin.

HPI LAYOUTS FOR COMMON BROCHURE FOLDS



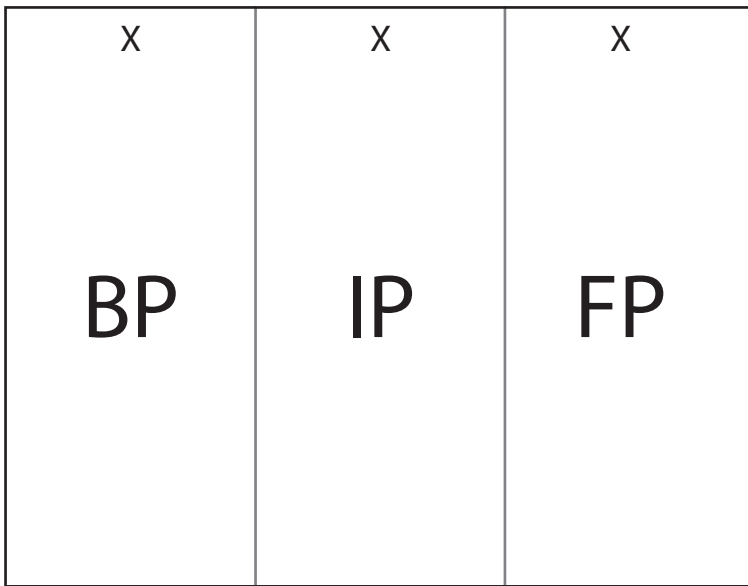
Because of the way a brochure will be folded (causing creeping) and/or weight of stock (causing wrinkles or buckles) used, the size of each panel may not be the same size. Please refer to the following charts to set up your brochure properly.

A 3 PANEL FOLD



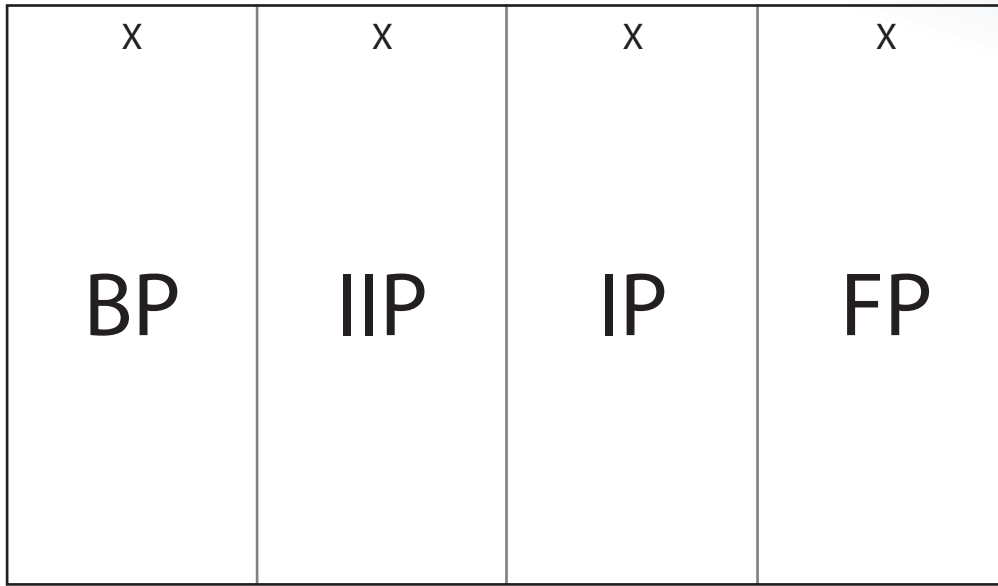
	8.5 X 11	8.5 X 14	11 x 25.5
Front Panel	3.75	4.75	8.583
Back Panel	3.6875	4.6875	8.521
Inside Panel	3.5625	4.5625	8.396

B 3 PANEL ACCORDION

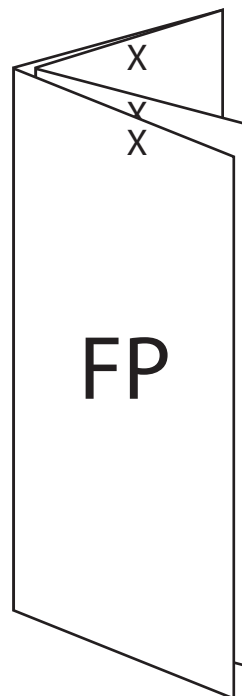
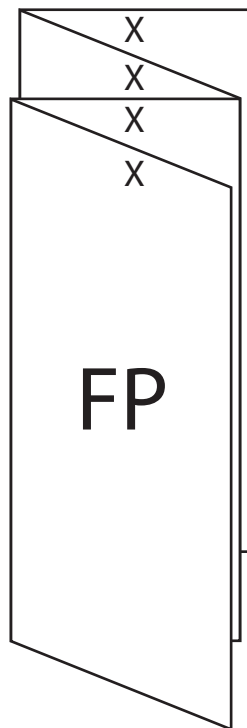


	8.5 X 11	8.5 X 14	11 x 25.5
Front Panel	3.67	4.67	8.5
Back Panel	3.67	4.67	8.5
Inside Panel	3.66	4.66	8.5

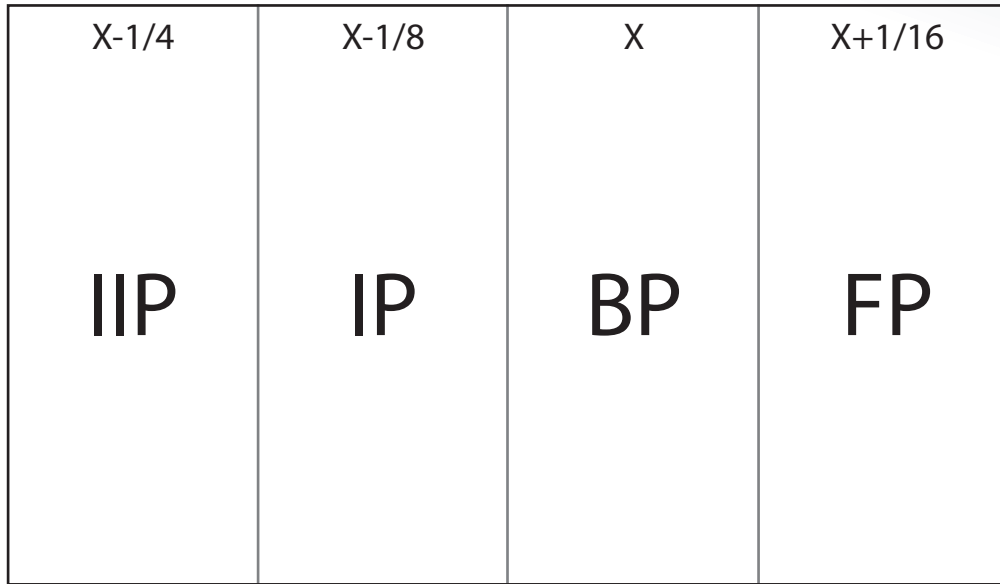
C 4 PANEL ACCORDION & 4 PANEL 1/2 AND 1/2



	8.5 X 11	8.5 x 14
Front Panel	2.75	3.5
Inside Panel	2.75	3.5
Inside the Inside Panel	2.75	3.5
Back Panel	2.75	3.5



D 4 PANEL ROLL



	8.5 X 11	8.5 x 14
Front Panel	2.891	3.641
Inside Panel	2.703	3.453
Inside the Inside Panel	2.578	3.328
Back Panel	2.828	3.578

