

**Before** printing, prepare your file keeping the following guidelines in mind:

- ✓ Document has been proofed: check text, fonts, colour, size & resolution
  - ✓ Fonts are embedded (including pdfs) or converted to outlines
  - ✓ All images are supplied or embedded
  - ✓ Document (and images within) should be 300 dpi at printed size
  - ✓ A 5mm type free margin extends around the edge of your document
- OR
- ✓ If the document is full bleed (print extends to a trimmed edge), 3–5mm bleed supplied with trim marks
  - ✓ Do not place any important text or graphics within 4–5mm of the edge of the document
  - ✓ If possible, convert your file to CMYK (Cyan, Magenta, Yellow & Black)
  - ✓ If possible do not use JPEG compression on images

## Quick checklist for printing:

### Disclaimer

The print devices used in the Ricoh Business Centre Print Bureau are designed to print office documents including reports, newsletters, tenders, flyers, presentation materials, catalogues and general business correspondence.

Ricoh Business Centre will endeavour at all times to provide best quality output and service, but takes no responsibility for any variations in quality of output if documents do not fall within the specifications and operating guidelines of our equipment.

It is recommended that you view a sample print of your document prior to final print run.

Ricoh Business Centre Hobart staff will contact you if any circumstances should arise which will significantly alter the nature of the the printed document.

[www.tasprint.com.au](http://www.tasprint.com.au)

Telephone 03 6223 4311

219 Murray Street Hobart TASMANIA 7000

### Important information

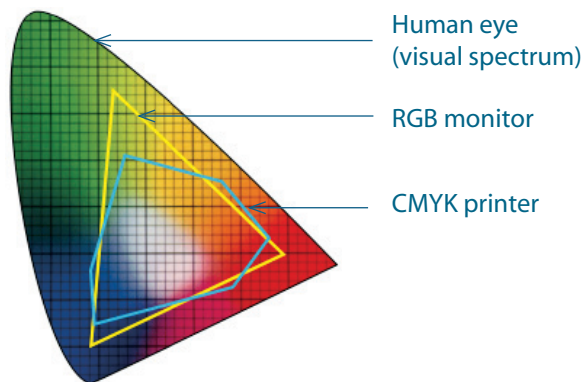
#### Our Design Studio and Print Bureau

are fully staffed by graphic designers and other qualified personnel. We offer full design-through-to-printing and document finishing services.

We operate Ricoh multifunction devices and have developed a strong working knowledge of them, their functionality and performance, as well as associated printing issues. Our staff work closely together and have developed a team approach to problem solving and customer service.

If you would like any more information about file preparation and the most effective way to present your documents using the technology available we will be pleased to offer assistance.

We accept cash, credit card or payments by business cheque. Please see our office staff prior to collection if you wish to make an application for credit.



## Why does the colour often change when printed?

Each device (monitor, digital camera, printer, scanner etc) responds to colour differently and produces a different range (gamut) of colours.

The gamut of colours displayed on a monitor is different from what is visible to the human eye; or displayed on a photocopier or printer.

The illustration above represents the entire visual spectrum—the color gamut visible to the human eye.

The area inside the yellow triangle represents a typical RGB gamut. This is the color range that can be displayed on a typical monitor. While the actual gamut will vary from monitor to monitor, you can see that it is always smaller than the range visible to the human eye.

The area inside the blue line represents a typical CMYK gamut. Our printers use a 4 colour CMYK process to create the colour output. You can clearly see that the range of colours produced by a CMYK printer is significantly less than the colours displayed on an RGB monitor.

If your document is not within the CMYK colour space it will be converted to CMYK during the printing process and this may result in a change of colour.

Some colors displayed on your monitor simply cannot be printed. Dark blue shades are a common example — when printed they often come out purple.

## How can I set up my document to get the best print?

### What is the best resolution to use?

All images/artwork should be at 300dpi resolution at the size they will be printed. The resolution of web/internet images is generally 72dpi, and this will result in a poor print quality.

### What setting should I use when making a PDF?

Many printing issues can result from improperly created PDFs. Ensure that your software is reputable and take care when choosing your settings.

We recommend that you convert your files to an Adobe 'High Quality' PDF before printing in our Bureau. This preset (with embed fonts) involves CMYK colour conversion and affords best print quality for our printers.

Avoid using the "small file size" or "standard" PDF presets. These are intended for web/internet usage and will not provide a file that is satisfactory for print.

### What should I consider when choosing fonts or the document layout?

Not all fonts are standard on all computers. When a document is opened on another computer some software programs will warn you that a font is missing, but many will not. In this case a different font will be substituted and this may result in changes to the appearance and layout of your document.

To avoid this, embed all fonts or create outlines.

### How do I prepare images for printing?

When packaging your document, check that all listed linked images are included or embedded or supply a high quality PDF.

If you attempt to print a document where linked images are not supplied or embedded, print quality will be extremely poor. This is not a printer error —rather, the required information is simply not available.

### Do I need page margins?

Be sure to leave adequate space for printing and binding. Remember that there will usually be a 5–7mm white edge around your printed page.

### Will there be any shift when printing?

Most pages will shift to some degree and ideally all text and graphics should be 4-5mm away from the edge of the document. Shift can be especially important if your document is double sided. This means crop marks will not be exactly aligned when double siding. Keep this in mind when you design or layout your document.

### How much bleed should I allow?

Our bureau devices cannot print right to the edge, but we can achieve this effect for limited print runs by printing on larger paper and trimming to the size you require.

If you want a full bleed (print to the edges) please provide the document with at least 3mm bleed and crop marks.

### Booklets

Set up your document in A4 rather than booklet mode. Our machines can automatically print your document in booklet format.

### Layers & Transparencies

Before printing, flatten all layers and transparencies to avoid any print issues.

## How do I embed or outline fonts?

**Microsoft Word:** Select Tools / Options / Save and check box called 'Embed all type fonts'.

**Microsoft Office 2007:** Select Save As / Tools (bottom left) / Save Options / Word Options / Save and check box called 'embed all fonts'.

**Microsoft Publisher:** Select Tools / Commercial Printing Tools / Fonts / Select the 'Embed TrueType fonts when saving publication' box.

NOTE: Publisher embeds TrueType fonts by default when you use the Pack and Go Wizard to prepare your publication to take to a commercial printing service. You do not need to select this in the Fonts dialog box before you run the wizard).

**Illustrator / InDesign:** Create outlines or embed all fonts. Right click on the text and select 'Create Outlines'. Alternatively for InDesign, you can package the fonts with the document but remember Mac and Microsoft fonts can rarely be transferred to one another.

**PDFs:** When creating a PDF ensure that the 'Embed all fonts and images' box is checked.