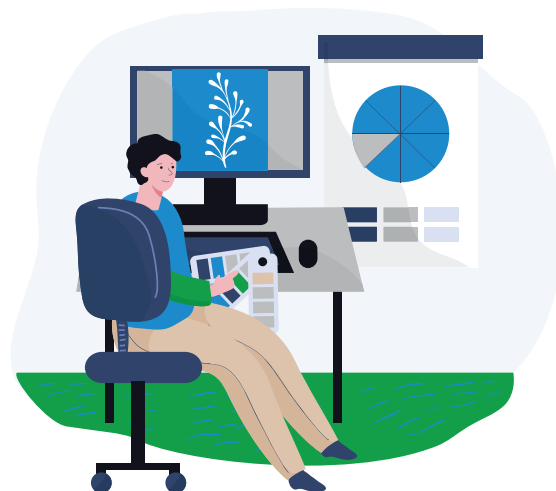# SYRACUSE
## BLUE PRINT COMPANY

# THE BEST WAY TO SUBMIT YOUR FILES

All print shops do things a little differently. From the ability to print on different mediums, to different sizing, even to different processes. It can be a little overwhelming to figure out what print shops expect when it comes to submitting your files. Here at Syracuse Blue Print, we want to teach you how to get the best print quality for your print ready files. Let us walk you through the do's and donts, that will help you achieve the greatest quality you could ask for.

Lets get started!

## *First of all, what is a print-ready file?*

A print-ready file refers to a digital document or design that meets all the technical specifications and requirements for professional printing. When preparing a file for printing, there are certain guidelines and standards that need to be followed to ensure the best possible print quality. Print-ready files are essential for achieving accurate colors, sharp images, and proper alignment in the final printed product.

*Here are some key aspects of a print-ready file:*

**Format:** The file is usually in a format that is accepted by professional printing software and equipment. Syracuse Blue Print prefers print-ready file formats including PDF (recommended) and TIFFs.

**Bleed:** If the design requires elements to extend to the edge of the printed page (without any white borders), the file should include a bleed. Bleed is the area outside the final trimmed size where the design extends. Typically, we require a 1/8 inch bleed to ensure that there are no white edges after trimming.

**Safe area:** Important text and elements should be kept within a safe area to avoid being trimmed off during the printing process. We recommend elements be 1/8 to 1/4 inch away from all trim edges.

**Resolution:** Images and graphics within the file should have a high resolution (usually 300 DPI) to ensure crisp and clear printing. Low-resolution images may result in pixelation or blurriness.

**Color mode:** Print-ready files should use the color mode for the printing process CMYK (Cyan, Magenta, Yellow, Black) for full-color printing.

**Fonts:** All fonts used in the file should be embedded or converted to outlines to avoid font-related issues when the file is opened on different systems.

**File Dimensions:** The file should be properly sized according to the intended print dimensions, and unnecessary layers or elements should be removed to reduce the file size without sacrificing quality.
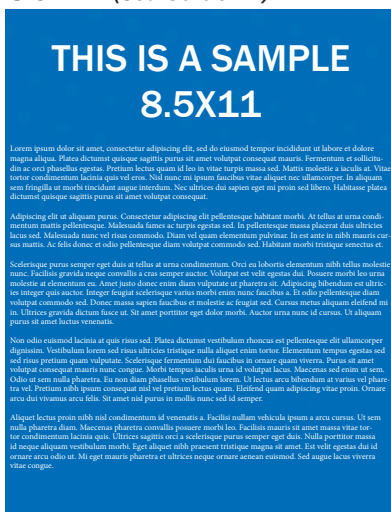
*It's essential to communicate with the printer and follow their specific guidelines when preparing a print-ready file to ensure a smooth printing process and the best possible results.*

# Lets talk document sizes.

At Syracuse Blue Print, we get so many custom orders with custom sizes. We can print anywhere from one small business card to a large outdoor sign! With having many sizing options, the file size submitted is very important. When submitting your files, make sure the size of your document matches the size requested. For example, if you need a print made 8x10, and submit a file 8.5x11, the image will get cropped to the requested 8x10 size.

8.5x11in *(scaled down)*

## THIS IS A SAMPLE 8.5X11

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Platea dictumst quisque sagittis purus sit amet volutpat consequat mauris. Fermentum et sollicitudin ac orci phasellus egestas. Pretium lectus quam id leo in vitae turpis massa sed. Mattis molestie a iaculis at. Vitae tortor condimentum lacinia quis vel eros. Nisl nunc mi ipsum faucibus vitae aliquet nec ullamcorper. In aliquam sem fringilla ut morbi tincidunt augue interdum. Nec ultrices dui sapien eget mi proin sed libero. Habitasse platea dictumst quisque sagittis purus sit amet volutpat consequat.

Adipiscing elit at aliquam purus. Consectetur adipiscing elit pellentesque habitant morbi. At tellus at urna condimentum mattis pellentesque. Malesuada fames ac turpis egestas sed. In pellentesque massa placerat duis ultricies lacus sed. Malesuada nunc vel risus commodo. Diam vel quam elementum pulvinar. In est ante in nibh mauris cursus mattis. Ac felis donec et odio pellentesque diam volutpat commodo sed. Habitant morbi tristique senectus et.

Scelerisque purus semper eget duis at tellus at urna condimentum. Orci eu lobortis elementum nibh tellus molestie nunc. Facilisis neque convallis a cras semper auctor. Volutpat est velit egestas dui. Posuere morbi leo urna molestie at elementum eu. Amet justo donec enim diam vulputate ut pharetra sit. Adipiscing bibendum est ultricies integer quis auctor. Integer feugiat scelerisque varius morbi enim nunc faucibus a. Et odio pellentesque diam volutpat commodo sed. Donec massa sapien faucibus et molestie ac feugiat sed. Cursus metus aliquam eleifend mi in. Ultrices gravida dictum fusce ut. Sit amet porttitor eget dolor morbi. Auctor urna nunc id cursus. Ut aliquam purus sit amet luctus venenatis.

Non odio euismod lacinia at quis risus sed. Platea dictumst vestibulum rhoncus est pellentesque elit ullamcorper dignissim. Vestibulum lorem sed risus ultricies tristique nulla aliquet enim tortor. Elementum tempus egestas sed sed risus pretium quam vulputate. Scelerisque fermentum dui faucibus in ornare quam viverra. Purus sit amet volutpat consequat mauris nunc congue. Morbi tempus iaculis urna id volutpat lacus. Maecenas sed enim ut sem. Odio ut sem nulla pharetra. Eu non diam phasellus vestibulum lorem. Ut tellus arcu bibendum at varius vel pharetra vel. Pretium nibh ipsum consequat nisl vel pretium lectus quam. Eleifend quam adipiscing vitae proin. Ornare arcu dui vivamus arcu felis. Sit amet nisl purus in mollis nunc sed id semper.

Aliquet lectus proin nibh nisl condimentum id venenatis a. Facilisi nullam vehicula ipsum a arcu cursus. Ut sem nulla pharetra diam. Maecenas pharetra convallis posuere morbi leo. Facilisis mauris sit amet massa vitae tortor condimentum lacinia quis. Ultrices sagittis orci a scelerisque purus semper eget duis. Nulla porttitor massa id neque aliquam vestibulum morbi. Eget aliquet nibh praesent tristique magna sit amet. Est velit egestas dui id ornare arcu odio ut. Mi eget mauris pharetra et ultrices neque ornare aenean euismod. Sed augue lacus viverra vitae congue.

8x10in *(scaled down)*

## THIS IS A SAMPLE 8.5X11

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Platea dictumst quisque sagittis purus sit amet volutpat consequat mauris. Fermentum et sollicitudin ac orci phasellus egestas. Pretium lectus quam id leo in vitae turpis massa sed. Mattis molestie a iaculis at. Vitae tortor condimentum lacinia quis vel eros. Nisl nunc mi ipsum faucibus vitae aliquet nec ullamcorper. In aliquam sem fringilla ut morbi tincidunt augue interdum. Nec ultrices dui sapien eget mi proin sed libero. Habitasse platea dictumst quisque sagittis purus sit amet volutpat consequat.

Adipiscing elit at aliquam purus. Consectetur adipiscing elit pellentesque habitant morbi. At tellus at urna condimentum mattis pellentesque. Malesuada fames ac turpis egestas sed. In pellentesque massa placerat duis ultricies lacus sed. Malesuada nunc vel risus commodo. Diam vel quam elementum pulvinar. In est ante in nibh mauris cursus mattis. Ac felis donec et odio pellentesque diam volutpat commodo sed. Habitant morbi tristique senectus et.

Scelerisque purus semper eget duis at tellus at urna condimentum. Orci eu lobortis elementum nibh tellus molestie nunc. Facilisis neque convallis a cras semper auctor. Volutpat est velit egestas dui. Posuere morbi leo urna molestie at elementum eu. Amet justo donec enim diam vulputate ut pharetra sit. Adipiscing bibendum est ultricies integer quis auctor. Integer feugiat scelerisque varius morbi enim nunc faucibus a. Et odio pellentesque diam volutpat commodo sed. Donec massa sapien faucibus et molestie ac feugiat sed. Cursus metus aliquam eleifend mi in. Ultrices gravida dictum fusce ut. Sit amet porttitor eget dolor morbi. Auctor urna nunc id cursus. Ut aliquam purus sit amet luctus venenatis.

Non odio euismod lacinia at quis risus sed. Platea dictumst vestibulum rhoncus est pellentesque elit ullamcorper dignissim. Vestibulum lorem sed risus ultricies tristique nulla aliquet enim tortor. Elementum tempus egestas sed sed risus pretium quam vulputate. Scelerisque fermentum dui faucibus in ornare quam viverra. Purus sit amet volutpat consequat mauris nunc congue. Morbi tempus iaculis urna id volutpat lacus. Maecenas sed enim ut sem. Odio ut sem nulla pharetra. Eu non diam phasellus vestibulum lorem. Ut tellus arcu bibendum at varius vel pharetra vel. Pretium nibh ipsum consequat nisl vel pretium lectus quam. Eleifend quam adipiscing vitae proin. Ornare arcu dui vivamus arcu felis. Sit amet nisl purus in mollis nunc sed id semper.

Aliquet lectus proin nibh nisl condimentum id venenatis a. Facilisi nullam vehicula ipsum a arcu cursus. Ut sem nulla pharetra diam. Maecenas pharetra convallis posuere morbi leo. Facilisis mauris sit amet massa vitae tortor condimentum lacinia quis. Ultrices sagittis orci a scelerisque purus semper eget duis. Nulla porttitor massa id neque aliquam vestibulum morbi. Eget aliquet nibh praesent tristique magna sit amet. Est velit egestas dui id ornare arcu odio ut. Mi eget mauris pharetra et ultrices neque ornare aenean euismod. Sed augue lacus viverra vitae congue.

In this example, you can see how in the 8x10, the document becomes cropped on all sides and some of the information gets cut off.

To avoid this, create your files at the size needed when printing.

Also consider, if you need to enlarge a document, make sure the document is created as a proportionate size to the larger size needed.

When designing, consider how you would like your finished piece used.

If you need a square card, it is not recommended to submit a rectangle file size. Look at the Christmas card to the right. This is a 5x7 inch card originally.

When it is fit into a 5 inch square shape, the image becomes distorted.

# Why is a bleed important?

Bleed is important in the printing process because it ensures that the printed design extends all the way to the edge of the final trimmed product, without leaving any unwanted white borders. When designing printed materials, such as business cards, brochures, flyers, or posters, the paper is typically printed on a larger sheet and then trimmed down to its final size. During the trimming process, there can be slight variations in the cutting precision, leading to potential white edges if there is no bleed.

*Here are the key reasons why bleed is important:*

**Professional Appearance:** Bleed allows the design to have a clean and professional look, as colors, images, and backgrounds continue seamlessly to the edge of the printed material, without any awkward white borders.

**Avoiding Unwanted Margins:** Without bleed, even minor inconsistencies in the trimming process can result in small but noticeable white borders around the design, making the final product look unprofessional and poorly finished.

**Accommodating Design Elements:** Some designs may have images or background colors that span the entire page. Without bleed, these elements may be cut off, which can significantly impact the visual appeal and intended message of the design.

**Safe Area for Important Content:** By keeping essential text and elements away from the trim line, bleed ensures that critical content won't be accidentally trimmed off, ensuring that the information remains intact and easily readable.

**Flexibility in Layout:** Designers have the freedom to extend elements to the edge of the bleed area, which provides more flexibility and creativity in the design layout.

Typically, printers require a 1/8 inch bleed on all sides of the artwork. So, if you are designing a business card with a final size of 3.5 x 2 inches, the design file should be set up at 3.75 x 2.25 inches to accommodate the 1/8 inch bleed on all four sides.

*These business cards were designed with a 1/8 inch bleed. Due to the bleed, when cut down, there will be no white from the paper visable on the edges.*



## SYRACUSE
### BLUE PRINT COMPANY

**Carl Nye**

825 East Genesee St.
Syracuse, New York 13210
nyec@syracuseblueprint.com                    Ph (315) 476-4084

FOR ALL YOUR PRINTING NEEDS

## SYRACUSE
### BLUE PRINT COMPANY

**Carl Nye**

825 East Genesee St.
Syracuse, New York 13210
nyec@syracuseblueprint.com                    Ph (315) 476-4084

FOR ALL YOUR PRINTING NEEDS

## SYRACUSE
### BLUE PRINT COMPANY

**Carl Nye**

825 East Genesee St.
Syracuse, New York 13210
nyec@syracuseblueprint.com                    Ph (315) 476-4084

FOR ALL YOUR PRINTING NEEDS

# But how do I print a booklet?

Unfortunely, we do not offer perfect bound binding at this time. Our other options are 3-hole punch, spiral, wire-o or saddle stitch. For each binding, there are scpecific key factors you have to look out for when designing.

*For 3-hole punch, spiral and wire-o binding,* we recommend, keeping images and text about 1/4 inches away from the binding edge of the book. This will ensure nothing gets cut off after printing.

When submitting a bound book, make sure all pages are in the correct order needed in your PDF document; Cover, Page 1, Page 2, etc.., Back Cover.
Due to time restraint, submitting seperated page files, may result in a file set up charge and longer turn around.
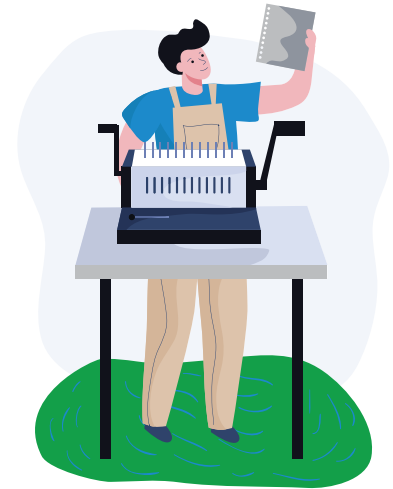
*For saddle stitch binding,* we recommend submitting a PDF file in pages format, make sure all pages are in the correct order in your PDF document; Cover, Page 1, Page 2, etc.., Back Cover.

Files submitted in spreads format will not be accepted and you will be asked to send an updated file.

When creating a spread for a saddle stitch book, make sure you do not include bleeds on the inside of the spread pages. Doing so may result in off center printing.

# How can I submit my files?

You can go directly to our website: www.syracuseblueprint.com and upload your full order details there. Once you get to the website click the place your order here button **PLACE YOUR ORDER HERE** to be directed to the submission form. Below, you will see what this form looks like. Once filled out with the correct information, upload your documents, and click submit. You will recieve a confirmation email and order number. Once completed you will recieve an email that it is ready to be picked up.

## Send Us Files

🔗 Add desktop shortcut

### Customer Info

| | |
|---|---|
| **Company Name** | |
| **Contact Name** | |
| **Address** | |
| **City** | |
| **State** | |
| **Zip** | |
| **Phone** | |
| Fax | |
| **Email** | |

Additional Instructions

### Order Info

| | |
|---|---|
| **Ordered By** | |
| **Job Name** | |
| Project # | |
| P.O. | |
| **Date Needed** | 📅 |
| Time Needed | |
| No. of Originals | |
| No. of Copies | |
| Original Size | |

Bindings  ◯ Yes  ◯ No

🔘 Black & White  ◯ Color

**Prints will be black & white unless otherwise stated**

☐ We have a pickup for this order

⬆️ Drag and drop or click here
to attach your files

Submit