SMALL FORMAT FILE REQUIREMENTS

PREFERRED FILE FORMATS

Adobe Illustrator
For artwork requiring editing, Package the file with all fonts used in the document.

Embed all images and Package with linked images.

Adobe InDesign
Package the file and include all linked images and fonts.

Adobe Photoshop
Include all layers, paths, and channels.

Please convert any other file types to .pdf.
All graphics requiring contour-cutting need to be vectorized.

All book files must be sent as single pages. Avoid 'facing pages', 'reader spreads', & 'printer spreads'.

Pages should be sent in consecutive order, and 'fronts' and 'backs' sent in the same .pdf file.

Pages should be built at 100% or exact intended size.

All saddlestitch booklets must have a page count divisible by 4. All other bound books must be divisible by 2.

ARTWORK SETUP

Color
Set document color mode to CMYK for four color process production, including all files linked within the document.

For color-critical jobs, please provide a reference sample, or define spot colors as PMS colors. Avoid using only color values or generic names like "sea-foam green".

Black text or objects should be created as 'rich black' at C 100, M 100, Y 100, K 100.

Images should be high resolution, 300 dpi or more, and in CMYK color mode.

Font & Text
Adobe Illustrator files should have all [unchanging] text converted to outlines.

Adobe InDesign files must be properly packaged to include all fonts used in the document.

If you're unsure about these methods, always include the font file in .otf or .ttf format with your files.

Crops & Bleed
For artwork that extends all the way to the edge of the page, you must add bleed by extending the graphics past the page edge or artboard by 1/4". Make sure to save with bleed settings enabled!

Crop marks should be added to all high resolution .pdf files and any file with bleed. This can be done during the saving process.

It's easy to upload your files via our website.

Click on the 'PLACE AN ORDER' link from any page on our website, or go directly to https://upload.cushingco.com, and fill out the information to create a login.