

Rockwell Printing

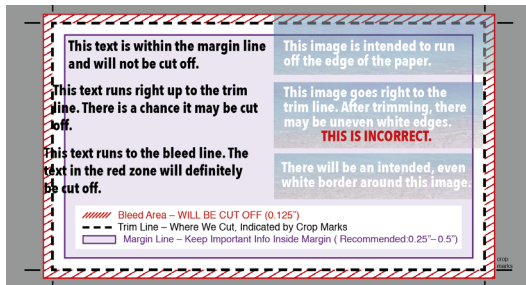
Prepress Checklist

Document Set-Up: Safety Zone

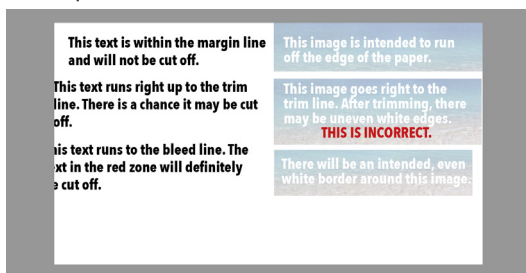
ROCKWELL RECOMMENDS:
 Margins: 0.5" ≥ 0.375" Bleeds: ≥ 0.125"

Correct document set up is important when providing files for your printer.

On Screen:



On Paper:



Resolution

Too low of a resolution may result in pixelated or blurry images.

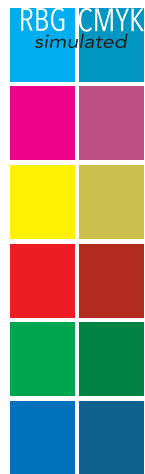
ROCKWELL RECOMMENDS:
 At least 300 dpi.



Not all color is created equal

ROCKWELL RECOMMENDS:
 Send all files in CMYK Color Mode.

There are two different color modes: RGB and CMYK. RGB uses different percentages of Red Green and Blue light to produce color. This is how computer monitors work, and is great for web design. Unfortunately, we cannot print light onto paper; We use ink, therefore printers work with CMYK. If you design in RGB, there could be a significant shift from what you see on your computer and what your finished product will look like.



~~Proofread~~ Proofread everything

It is important to proofread BEFORE approving or sending files for a job. Typos or grammatical errors can make a rather large impact. A recent poll found that only 3% of people didn't mind errors, whereas most consider typos and grammatical mistakes a deciding factor in whether to continue reading... or not.

File Type

The type of file you send is important. Some programs, like Microsoft Word, can change when transferred between computers. It is best to save these files as PDFs before sending to print.

ROCKWELL RECOMMENDS:
 PDF or PACKAGED Adobe Files

