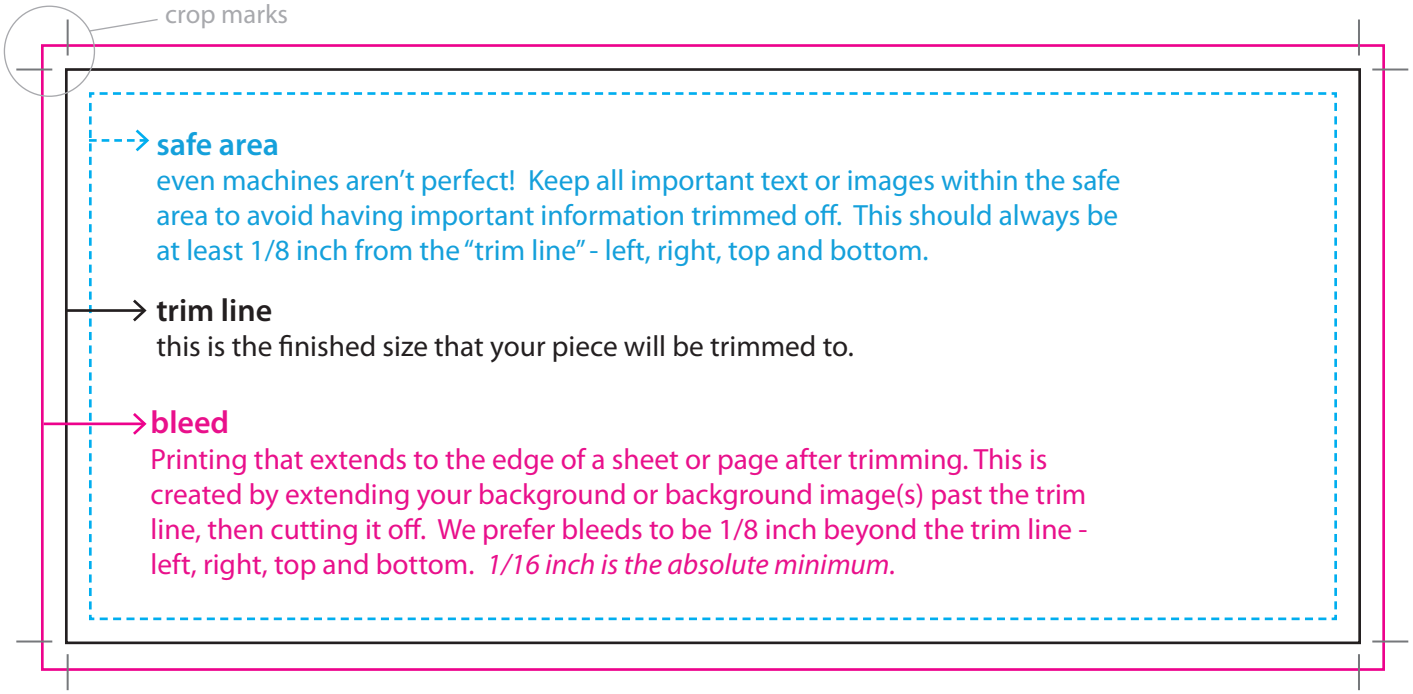
PRINT QUALITY CHECKLIST

BLEEDS



INK

CMYK/Process Colors:
The colors used for four-color process printing: **cyan** (C), **magenta** (M), **yellow** (Y) and **black** (K). These four inks are combined to create all the colors in your printed piece.

Spot Color:
Any color created by only printing one ink. For example, the color above is numbered PMS 221. This color is part of the Pantone Color Matching System and has a specific formula so it always prints the same, no matter the printer.

RGB Color:
SHOULD NOT BE USED IN PRINT PROJECTS. Images using RGB color mode are for digital projects, and cause all sorts of troubles in print. Ask your designer to make sure all images are converted to CMYK before going to print!

DIGITAL VS. OFFSET

Digital Printing:
Think of your desktop laser printer, but on an extremely large scale and with lots of high tech stuff. Great for small to large jobs with fast turnaround and high image quality. Our Xerox digital presses are among the highest rated in the industry.

Offset Printing:
Each color in your piece is separated into its own plate. Your art is transferred (or "offset") from each plate to a rubber blanket, then to the printing surface. Compass Printing typically uses offset for large quantity one-color jobs where there is a significant cost-savings over digital.

A WORD ABOUT BORDERS

Borders Are Nice, BUT:
Borders can adversely affect the quality of a finished piece if they are too close to the edge or if they are placed on both sides of a 2-sided print piece. Compass Printing recommends keeping all borders at least 1/8 inch from the edge of business cards, 1/4 inch from the edge of postcards, rack cards, and standard sheets, and even further from the edge of larger pieces. Due to slight imperfections in machine cutting, borders can make your piece look off-center or even crooked when printed. We DO NOT guarantee the outcome of borders on both sides of a 2-sided piece as this requires extremely difficult front to back registration when printing and finish cuts that exceed industry standards.

PAPER AND SETUP

PAPER WEIGHTS

Paper weight:
Below is a guide to give you a general starting point with options in matte and gloss finish. We have many stocks available (or we can special order) and you can always check out samples in our Saranac Lake store.

Weight	Description
20# bond	Standard copy paper, mostly used for b/w copies & prints. Many colors available.
24# bond / 60# text	Normal letterhead weight and good for copies & prints with some color, but not those with heavy coverage. Many colors and finishes avaialble.
32# bond / 80# text	Great weight for matte finish brochures and presentations. Excellent for 2-sided printing with minimal show through (print on one side visible on the other side).
90# Index	Lightweight card stock, mostly used for b/w copies and prints. Good for lightweight presentation covers or separators.
65# cover	About the same weight as 90# index, but better quality stocks available. Good for b/w or color presentation covers, separators or booklet covers - as well as lightweight postcards and brochures. Available in many colors - white or natural recommended for color printing.
80# cover	Slightly heavier than 65# card stock with nearly the same applications - although it is not recommended for brochures as it does not machine fold easily. Good for lightweight greeting cards that are scored for hand-folding. Available in white and natural.
100# cover	Next heaviest weight. Excellent for matte postcards, rack cards, and scored greeting cards. Our standard stock for 2-sided business cards. Available in white and natural.
10 and 12 pt. gloss cover	Our best stocks for postcards, rack cards, and lightweight business cards. Nice heavy weight with a light gloss that provides stunning color. 10 pt. is best for mass mailings and less expensive postcards, etc. Available in white only.
120# cover	Our standard matte business card stock. Best for business cards that are exclusively text and logos with no heavy coverage. White only.
16 pt. gloss cover	Our standard business card stock. Stunning color and so heavy you could use these cards for self-defense. Available in white only.
12 and 14 pt. high gloss cover	For those who want a high gloss finish with a matte back. Best for business cards, postcards and rack cards. Available in white only.

ENVELOPE SIZE GUIDE

Envelope Sizes:
Below is a guide for setting up envelopes to print or the enclosures. The **Enclosure Size** is the normal finish (trimmed) size of a flat piece so that it will fit inside the envelope. The **Folded Enclosure Size** is for a piece that is half-folded and then inserted, such as a greeting card. These are the most common sizes - others are available on special order.

Envelope	Envelope Size	Enclosure Size	Folded Enclosure Size
Regular #10 business envelope	4.125 X 9.5	4 X 9.25	8 X 9.25
Regular #9 envelope	3.875 x 8.875	3.75 X 8.625	7.5 X 8.625
6 3/4 envelope	3.625 X 6.5	3.5 X 6.25	7 X 6.25
Monarch	3.875 X 7.5	3.75 X 7.25	7.5 X 7.25
A2 envelope	4.375 X 5.75	5.5 X 4.25	5.5 X 8.5
A6 envelope	4.75 X 6.5	4.5 X 6.25	9 X 6.25
A7 envelope	5.25 X 7.25	5 X 7	10 X 7
6 X 9 Booklet or Catalog*	6 X 9	5.5 X 8.5	8.5 X 11 (Letter)
9 X 12 Booklet or Catalog*	9 X 12	8.5 X 11	11 X 17 (Tabloid)

** Booklet envelopes have the flap across the long edge of the envelope while catalog envelopes have the flap along the short edge.*

ACCEPTABLE FILE TYPES

We prefer .pdf files for printing - look for a commercial press setting when creating your file. We can accept files created in Adobe InDesign, Illustrator, Photoshop, Microsoft Word, Excel, PowerPoint, and Publisher, as well as Quark 8 or less. All of the current versions of these programs have the ability to create .pdf files without a special pdf printer. Ask us about templates for jobs in Creative Suite (InDesign, Illustrator, Photoshop) or Publisher.