



## >> "HOW TO" Guide for Design and File Preparation for Digital Printing at Rex3. <<

### >> Design for Digital

This brochure outlines the proper requirements for designing and submitting digital files that will be print ready for the Rex3 Digital Nexpress.

You supply the data... Rex supplies the solutions...

...watch the results!

## >> FILE PREPARATION

To help us meet your delivery date, proper file preparation is essential.

**We require a print-ready PDF for digital production.** Our distiller option should be downloaded from [http://www.rex3.com/south\\_florida\\_printers/pdfdownlds.htm](http://www.rex3.com/south_florida_printers/pdfdownlds.htm) to meet Rex3 digital press specs. PDF's must include bleed.

- **Charges will apply for files that are not supplied as PDF.**

## >> FONTS

- Open Type is best recommended. TrueType or Type1 standard Postscript fonts can also be used.
- Do not menu style any fonts, always choose the correct version of the font from your type menu.
- Do not use Multiple Master fonts.
- Always embed fonts when creating a PDF - do not Subset fonts
- When supplying Type1 fonts, always include the screen and printer fonts.
- Stylized fonts are not supported by Adobe Acrobat Distiller during PDF creation. Rex3 is not responsible for type reflow on stylized or non-supplied fonts when creating a PDF inhouse.

## >> IMAGES

- Convert all images to CMYK.
- If RGB images are supplied it will be converted on the fly. Rex3 is not responsible for color reproduction on RGB images.
- Images should have a resolution of 300 dpi at final 100% size and should not be scaled in a page layout application.
- Photoshop EPS should be saved with a Tiff 8 Preview and JPEG Maximum Encoding
- ".ai" files must be converted to an Illustrator EPS format
- Transparency must be flattened. Files supplied with transparency will be flattened by Rex3. Rex3 is not responsible for any artifacts or other undesirable effects that occurs due to the flattening process.

## >> COLOR

- Do not create custom names for spot colors (i.e: "bright yellow", "sky blue").
- The naming convention for PANTONE colors (i.e: PANTONE 123 CV) should be consistent throughout all applications being used in the design file.
- Always use a CMYK formula for solid black areas. See "Black & Grays" section

## >> DATABASES for VARIABLE PRINTING

- Provide a database like Microsoft Access, Excel, .csv, .txt and include only the fields necessary for the piece.
- Depending on the quantity of mailers and mailing requirements, databases will have to be managed for address verification and presorting. See "Variable Data Information" section. Contact [vds@rex3.com](mailto:vds@rex3.com) for any additional questions.

## >> COLOR

- For a smooth appearance on solid colors, tints and/or blends, apply noise or texture from a program such as Photoshop. Adding noise or patterns allows an improvement in color reproduction and discards any sort of banding.
- Tints should not be less than 10%.
- Limit blends to less than 50% value change over 2-4" for better results.
- For tints less than 40%, apply a noise filter.
- Break up large areas of solid color with textured imagery and/or text.

## >> BLACK & GRAYS

For a solid black area, you must use a formula that combines all CMYK colors to create a rich or super black. For reverse white or light-colored type out of black, modify the formula to a slightly less rich mixture. For neutral shades of gray, you'll get the best results with straight tints of black.

280 UCR

70c 55m 55y 100k

240 UCR

60c 40m 40y 100k

Reverse Type 180 UCR

40c 20m 20y 100k

12 pt KNOCKOUT

## >> SPOT COLORS

RexPress software uses spot color mapping and special look-up tables to automatically match Pantone® colors using CMYK DryInks. That means you don't need to alter or reformulate Pantone and other spot colors. However, if you prefer the control of selecting your own CMYK formula, you can always convert Pantone colors yourself using standard Pantone-to-CMYK charts.

## >> IMAGES

- With the electrophotographic technology in our press, dot gain should not be an issue when designing.
- Process color should not exceed more than 280 UCR. If images are higher than the specified UCR, images will be reduced on our press to 280%.
- Continuous tone images should be scanned at 300 dpi at 100% of the final size. Scaling, rotation and the overall management of the image should be performed on the native program before linking the image to a page layout program.
- Line art should be scanned at 1200 dpi and managed in Photoshop for scaling and final image sampling to 600 dpi.
- Scans should be saved as CMYK TIFF or EPS formats.
- Screen angles and transfer functions should not be included when saving out of Photoshop.
- Compression should not be used for images because of pixel data loss.



## >> TRAPPING

- Turn "applications" trapping off.
- Trapping requirements for digital printing are different than requirements for conventional printing. Rex handles standard trapping for the digital print process

Exception - For special trapping issue on a light background, set black to overprint out of the native application on black text and/or line art that appears on a light background to avoid a "halo" effect.

## >> TEXT

For text, the font sizes and styles to choose from are endless. You can go as small as a 4 point size black type font in our digital press and easily read it.

## >> IMPOSITION

- Single pages only. Imposition is handled by Rex3.

Exception - For sequential numbering and barcoding contact [vds@rex3.com](mailto:vds@rex3.com) for further instructions.

## >> FOLDING

- Design your job with less ink coverage on areas to be folded to avoid cracking. Have the fold exist with the grain of the paper and not against the grain.

## >> FINISHING

- Our coating solution allows an addition of flood or spot coating of the clear DryInk imaging material for extra protection. The DryInk gives a smooth look to the print and reduces damage to images that can be caused by finishing.

## >> PAPER

Listed below are the inventoried stocks available at Rex3. Contact your Sales Representative for paper samples.

- |                           |                              |
|---------------------------|------------------------------|
| ▪ Rex Gloss Cover 80#     | ▪ Rex Dull Text 100#         |
| ▪ Rex Gloss Cover 100#    | ▪ Cougar Opaque Text 80#     |
| ▪ Rex Dull Cover 80#      | ▪ Cougar Opaque Text 100#    |
| ▪ Rex Dull Cover 100#     | ▪ Rex Uncoated 70#           |
| ▪ Cougar Opaque Cover 65# | ▪ Rex Linen Text White 70#   |
| ▪ Cougar Opaque Cover 80# | ▪ Rex Linen Text Natural 70# |
| ▪ Rex Gloss Text 80#      | ▪ Rex High Gloss Label 60#   |
| ▪ Rex Gloss Text 100#     | ▪ Rex Satin Label 60#        |
| ▪ Rex Dull Text 80#       | ▪ Rex Translucent            |

- Color match will vary depending on the stock. Refer to the "Rex3 Digital Press Paper Sample Book" to visualize the color reproduction variations.

## >> PAGE LAYOUT FILE

- Always keep in mind bleed, trim and safety area when designing.
- File must be built to trim size from all applications and exported as a PDF with 1/8" bleed if needed. A trim crop margin has to be specified when using Acrobat.
- Files must be built as single pages only (you can build it as printer's spread in single page mode) with QuarkXpress or Adobe InDesign.
- Do not use "Facing Pages" in InDesign or QuarkXpress.
- If the cover stock is different than the text stock for a multipage layout, provide two separate PDF files. The cover file will contain FC, IFC, IBC & BC pages (in order specified). The second PDF will contain the text files in consecutive order (page 1, 2, etc)
- For business card design, build each name as a single page file & always include 1/8" bleed if needed - do not create several business cards in one page with crop marks.
- Files can not exceed 12"x18" including bleed.
- Bleed size should be 1/8". If necessary for imposition purposes, 1/16" bleed may be acceptable for some jobs. Contact your Sales Representative with further questions.
- Safety area should not exceed 1/8" to 1/4" from trim (depending on bleed and finishing requirements).
- Files requiring short folds should be build and specified ahead of time into the page layout. Panel sizes should also be written in the hardcopy sample. Short folds should not have to be short trimmed on a cutter.
- Trapping should be turned off

## >> VARIABLE DATA INFORMATION

- Every variable job should be analyzed by a Variable Data Services personnel to decide what type of format should be used for a variable campaign. For simpler jobs, (variable imprints) PDF should be submitted as the final file. For more complex files requiring extensive programming for variable imagery and text, the file should be built in InDesign with Open type fonts. If existing templates are built in QuarkXpress, save down the file to version 4 so the file can be converted to InDesign  
For more information, contact [vds@rex3.com](mailto:vds@rex3.com) before supplying a variable job

## >> JOB SUBMISSION

- If the file is not submitted as a PDF, collect for output all linked files, fonts, embedded imagery including fonts, images and page elements.
- Provide a hardcopy sample of the printed piece
- A folded hardcopy sample or a lo-res PDF with notes stating the pagination for multipage layout is required.
- For variable printing, always specify in the page layout file and in a sample hardcopy which fields should be used from the database and where the fpo should be positioned.
- Files can be submitted via web uploads, email or CD.  
Contact your Sales or Customer Service Representative for further instructions.



You supply the data...

Rex supplies the solutions...

...watch the results!

DESIGN FOR DIGITAL

(This brochure was printed digitally on the Kodak NexPress.)



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T H R E E

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