

Optimising your files

Technical recommendations

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For a perfect print, we help you optimise your files!

Genoud Entreprise d'arts graphiques operates according to Ugra PSO certification. It applies all PSO standards internally in order to guarantee its customers consistent, first-rate quality.

Keen to offer its customers the best possible advice and to ensure the success of its projects, Genoud Entreprise d'arts graphiques recommends checking the following technical specifications before sending files and proofs to the print shop.

Simple yet essential, these instructions ensure an initial quality control before our specialists carry out a final verification.

1

Images, photographs

- .tif or .psd format
- Optimum resolution 300 to 450 dpi
- Greyscale, bichrome, RGB or CMYK
- ICC profile RGB sRGB IEC61966-2.1
- ICC profile CMYK Fogra 51 and 52
- Certified colour proofs

2

Vector illustrations

- .ai or .pdf format
- Included or vectorised typefaces
- Correctly named colours

3

Layout

- Finished format
- 3-mm bleed
- Correctly named colours
- Minimum line thickness of 0.15 pt

4

Delivery to the print shop

- By FTP server, WeTransfer or hardware
- Copy of the data
- PDF for ready-to-print documents
- Source files for documents to be processed

Technical recommendations

1 Images, photographs

Technical quality of the images

- It is preferable to save images in .tif or .psd format.
- Colour images and greyscale images must have a minimum resolution of 200 dpi once incorporated in the layout. We recommend that our customers use files between 300 dpi and 450 dpi (effective resolution) for optimum definition.
- Line art images must have a minimum resolution of 1200 dpi once incorporated in the layout.
- Images can be delivered as greyscale, bichrome, in RGB or CMYK.

Colour management

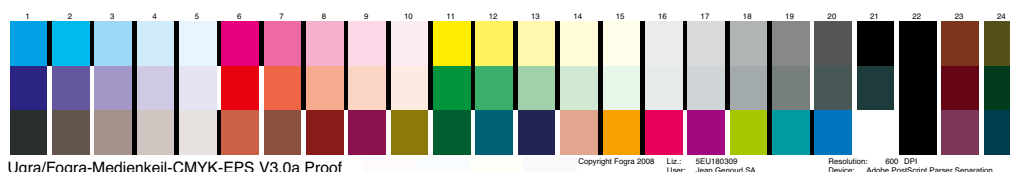
- To work independently of the print paper, use the RGB space with the ICC profile “sRGB IEC61966-2.1”.
- Depending on the print paper, use the CMYK space with the ICC profile “ISO Coated v3” (Fogra 51) for coated paper, or the ICC profile “PSO Uncoated v3” (Fogra 52) for uncoated paper.
- For special papers, we provide custom ICC profiles.

Paper type	Separation	ICC profile	Ink limit
Matt and gloss coat	CMJN	ISO Coated v3	300-330%
Uncoated (offset)	CMJN	ISO Uncoated v3	300%

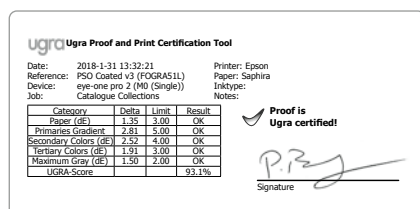
Colour proof

A colour proof is considered valid if the following information is provided:

- Date of the proofs
- Customer’s signature of approval
- ICC profile used for simulation
- Ugra/Fogra v2 or v3 media control range (large range for automated measurement)



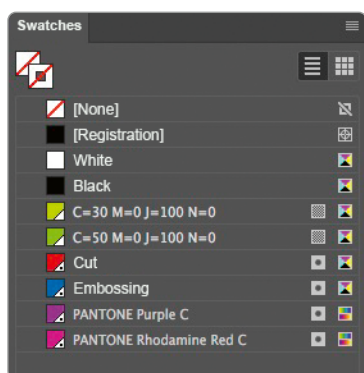
- Validation certificate (for example: UPPCT test)



Technical recommendations

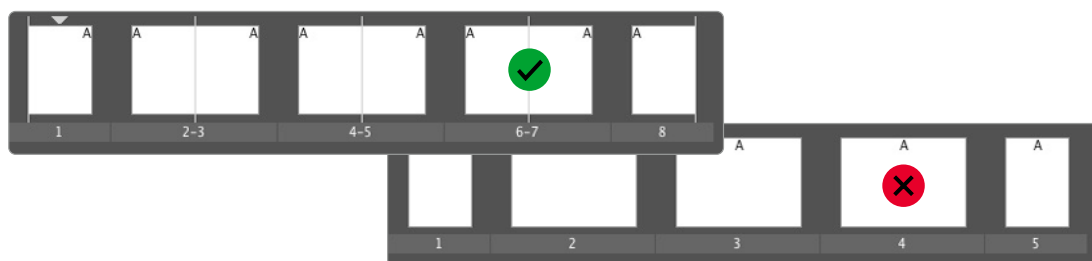
2 Vector illustrations

- It is preferable to save vector illustrations in .ai or .pdf format.
- Check that the typefaces are included or vectorised.
- Accurately and clearly name special colours (using Pantone or according to the planned finish, for example)



3 Layout

- Work in the finished format.
- For a project of several pages, work in “facing pages” mode and not in “single page” mode.



- Select a bleed of at least 3 mm.



- Delete unused colours.
- If possible, precisely and clearly name special colours (using Pantone or according to the planned finish, for example).
- Use a minimum line thickness of 0.15 pt.
- Ensure that the associated images have a minimum effective resolution of 200 dpi.

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4 Delivery to the print shop

Data transfer

To transfer your data to the print shop, we recommend using our FTP server, a commercial system such as WeTransfer.com or digital hardware.

- Use genoudsa.wetransfer.com to send us up to 20Gb of data.
- For transferring FTP data, request access (username and password) from your sales contact or directly at: pao@genoudsa.ch.
- Hardware accepted are CD-ROM, DVD, USB sticks and hard disks (USB, FireWire).
- Deliver one copy of the data to the print shop only.

Documents ready to print

For ready-to-print documents, send the files in PDF format.

- Before exporting, follow the previously mentioned technical recommendations.
- Send us a PDF/X-ready file including the appropriate output profile (PSO Coated v3 or PSO Uncoated v3 – depending on the print paper).

We are PDF/X-ready certified. This certification guarantees optimum data exchange in the printing industry. As such, we recommend using the export profiles that we provide free of charge on our website to produce a PDF/X-4 compliant with the latest standards in force. PDF/X-1a is also accepted (Adobe InDesign prior to the CS4 version, and Xpress, prior to version 8).

A full guide detailing the correct procedure to follow (installation and management of PDF export and check profiles) is also available on our website.

Documents for processing

For documents that must be processed by the print shop, deliver the open, assembled files (Adobe InDesign, Quark Xpress).

- All images and typefaces used must be provided with the layout file (“Assembly” in InDesign or “Collect data for export” in Xpress).
- Attach a full PDF for control (low definition).

