Doyle Printing Company

Designer Guidelines for Print Ready Projects

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1. Purpose of this Guide

Doyle printing is a full service print shop, providing layout, design, scanning color separation, high quality printing, trimming, folding and more at a low cost for your paper printing needs. In order to keep our prices lower, and maintain the highest printing standards, we ask that the guidelines below be considered when preparing print ready items. Following these guidelines will ensure successful results and prevent costly mistakes in terms of both time and money.

2. Proofing Process

Typically, we provide fax or email proofs within two to three business days of receiving your order. Large scale projects, such as catalogues, may require more time. We can also provide hard copy digital proofs upon request.

It is important to consider that different monitors and printers are calibrated at different resolutions and color spectrums, as such the Pantone Matching System (PMS) is highly recommended. This enables us to more accurately recreate the final results you envision for your project. There are still variables which may affect the outcome of your project, such as paper type, color and consistency.

Once we have received your go ahead, we typically have the project completed between 1 and 3 business days. We will then call you at the number you have provided for pick up. We can also ship via UPS.

3. Submitting Media

Materials submitted to us for printing can be delivered in multiple ways: simple hand drawn layouts, low or high quality prints, previously printed samples, or digital files on any of the following media:

- ✔ FTP
- ✔ CD
- ✔ DVD
- ✔ Flash Drive
- ✔ Zip Disks
- ✔ Floppy Disks

4. File Formats

Ready to print files should be supplied in a high resolution file format (300 dpi or better) in the following formats:

- ✔ PDF
- ✔ TIFF
- ✔ PSD
- ✔ High Res JPG
- ✔ EPS
- ✔ AI

5. Resolution

We scan images for print at high resolution ppi (Pixels per inch) If you will be providing your own scanned material, please see the following guidelines.

- ✔ RGB, CMYK and Grayscale artwork : 300 ppi
- ✔ Bitmap (Line art, text, black and white art) : 600-1200 ppi

6. Text

You can supply un-formatted copy that you want Doyle Printing to typeset in formatting as simple as handwritten text, typed text, or you can supply text in a text formatting program such as InDesign, Word, Rich Text Format, etc. If you have a particular font that you would like to use, please see item 8, Font Issues.

7. Font Issues

To eliminate font issues, please send high resolution PDFs of your project files. As some fonts have licensing limitations, please be sure all fonts are available when you export your PDF.

To keep costs low and assure success, please convert your fonts to paths or outlines.

8. Links

Please include external links to your project. For best results do not embed links into your files.

9. Paper Stock

We carry a variety of paper products suitable for everything from inexpensive copies to high quality glossy product guides. Though we are sometimes able to use paper provided by our customers, please bear in mind a couple of things; First, spoilage is involved in almost any project. If you provide 100 sheets of paper, you may only end up with 75 finished product. Secondly, not all paper types and sizes can run on our offset presses or our high quality digital machines. If you plan on providing your own stock to us, please come in and show us a sample.

10. Layout and Bleeds

Please allow 1/8 inch for any bleeds, that is, any extra image that runs off of the edge of your project. Remember to factor that into any gutter you may have when setting up multiple items on a single document.

11. Recommended Software:

- ✔ Adobe Acrobat
- ✔ Adobe Photoshop
- ✔ Adobe InDesign
- ✔ Adobe Illustrator

Supported Software:

- ✔ Adobe PageMaker
- ✔ Microsoft Word
- ✔ Microsoft Publisher

Please see our resource section for additional tips and tricks!