

# Prepress guide

**CORRECT DATA PREPARATION FOR  
OFFSET & DIGITAL PRINTING**

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# Introduction

This guide provides assistance in preparing documents for the export to PDF format and printing on the Offset and digital presses of our printing house.

You will learn how to design and verify your layouts before the printing process.

We have created this guide assuming that you are using the three key programs of Adobe Creative Suite: InDesign, Photoshop, and Illustrator.

**InDesign** is THE software to prioritize for your layouts.

However, this guide does not aim to explain the features of InDesign in detail but to give you an overview. This will help you create files ready for quality printing.

For more detailed or specialized information, our “Technical Team” is available to answer your questions.



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# Basic notions



## THE layout program

InDesign is THE layout program to prioritize to ensure a quality print-ready file. If you do not have or are unable to acquire this software, REKA can still offer you the service of layout entirely done in our premises by our technical service.

## Can you provide native files?

We can process native files from the various professional software mentioned earlier. In case of a native file, it is necessary to provide us with all the images and fonts used. Any native file that does not include all of these elements will be rejected.

Please try to avoid using office software (Word, Excel, PowerPoint, etc.) as much as possible, as they are not suitable for quality printing.

## Printing standard

Reka printing works according to the ISO 12647-2 standard. In order to comply with this standard and achieve the best result, you will find on the following pages information regarding the proper creation of a high-quality PDF ready for printing.

## File naming convention

It is important to clearly identify each file.

Use only simple characters (A-Z) and, if necessary, numbers (0-9). Do not use punctuation marks (; : , .) or accents (à, é, ê, ...) in the name, and separate words with an underscore "\_".

# Color spaces (theory)

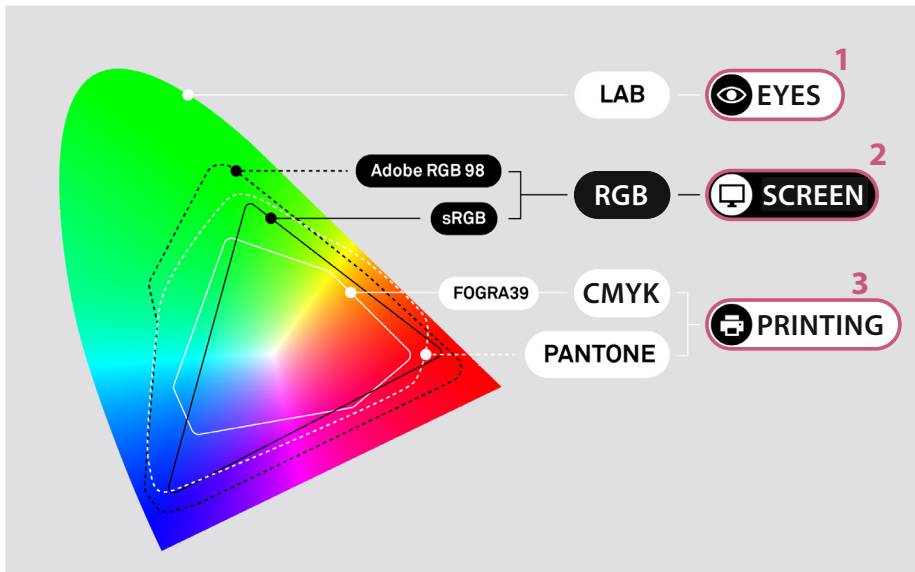
For better understanding, we have added a diagram that visually explains color spaces. It is important to differentiate three groups of color perception/realization:

- Nature colors (what humans perceive with their eyes)<sup>1</sup>
- Screen colors (what the screen is capable of representing)<sup>2</sup>
- Printing colors (what humans can achieve through printing techniques)<sup>3</sup>

As you can see, color spaces under headings **1** & **2** are significantly larger than **3**, the domain of prints. Each printing house is restricted due to technical reasons and cannot print colors as vibrant as the human eye can perceive or as a screen can display.

Another factor that can influence the final color rendering is the paper.

- matte paper: produces a flatter and softer final rendering
- semi-matte & coated paper: produces a more glossy and vibrant final rendering
- colored paper: varying from a slight tint to a strong saturation, it is more often a desired or sought-after rendering and effect



# Color spaces (practical)

Here are two examples of color differences based on two standard color profiles:

RGB Profile:  
*sRGB IEC61966-2.1*



CMYK (Quadrichrome) profile:  
*ISOcoated\_v2\_300\_eci*

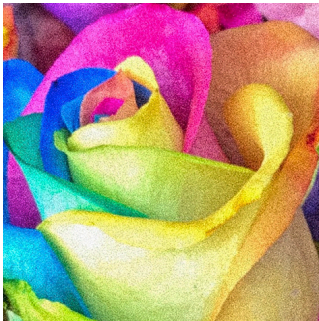


## Image resolution

Reka is synonymous with quality printing, hence our vigilance in controlling your images. For optimal results, the recommended image resolution is between 300 dpi and 250 dpi. It goes without saying that the printing result of images with a resolution lower than 200 dpi will not be optimal (see examples below).

However, we will notify you when sending the proof if we notice the presence of problematic images.

Attention: a pixelated image cannot be improved! The printed output will be identical to what is displayed on the screen.



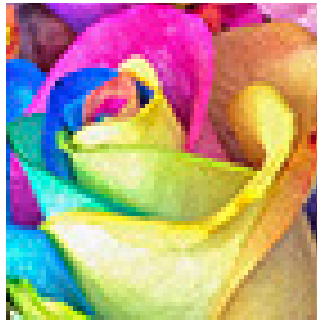
300 dpi



200 dpi



120 dpi



60 dpi

# Bleed settings

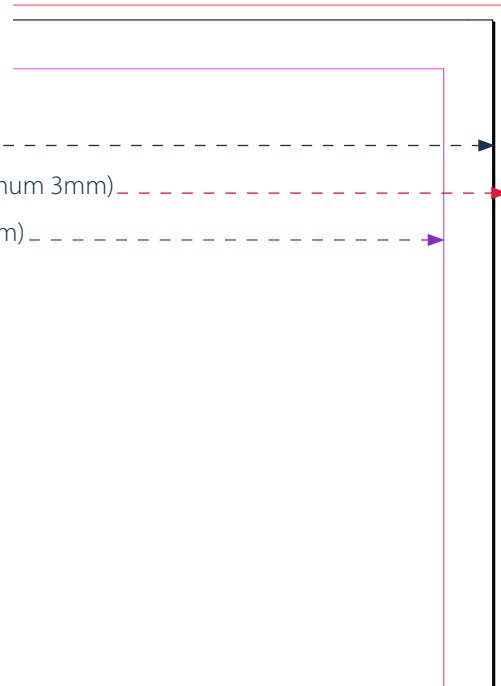
Your file should include a **bleed area** (ideally 5mm, minimum 3mm) around the design to account for trimming variations. Additionally, leave a **safety margin** of about 5mm inside the fold lines to ensure that important content is not cut off during trimming.

## Page anatomy:

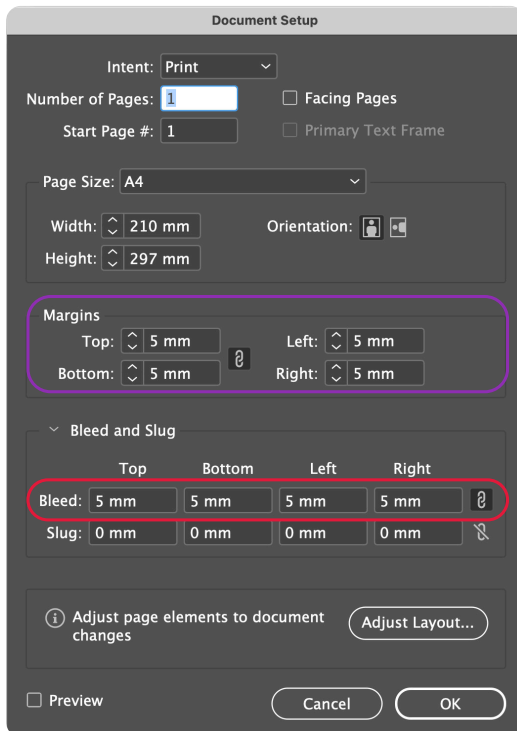
Black: page on final format

Red: limit of the **bleed area** (minimum 3mm)

Violet: **Safety zone** (minimum 3mm)



## Settings in InDesign while creating a new file:



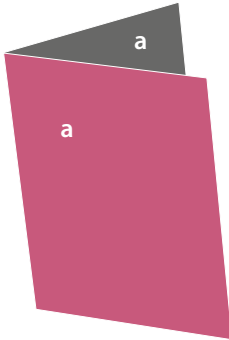
# Brochures (1)

When designing a brochure, it's essential to consider the layout of each panel and how they will appear when folded. Here are some examples of folders:

**a = final closed format**  
**b = a - 3mm**

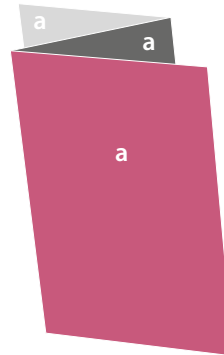
## Central-fold

For a central-fold brochure, both flaps are equal in length.



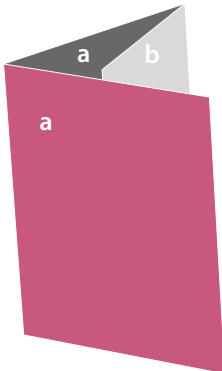
## Accordion-fold

For an accordion-fold brochure, each flap is equal in length.



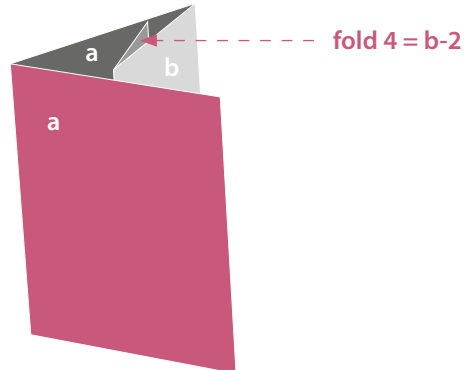
## Roll-fold (x2)

For this roll-fold brochure, the length of the last flap(s) must be reduced.



## Roll-fold (x3)

For this roll-fold brochure, the length of the last flaps must be reduced gradually.

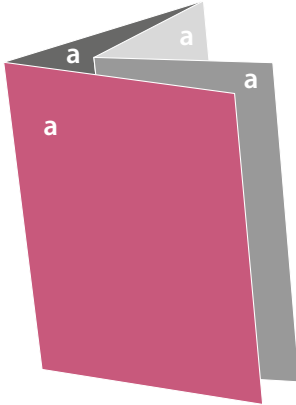




## Brochures (2)

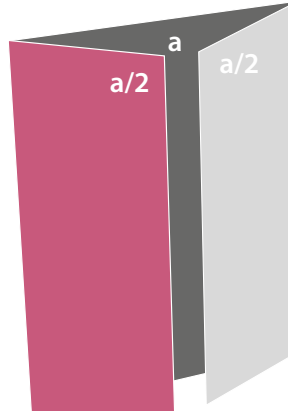
### Economic-fold

For an economic-fold brochure, each flap is equal in length.



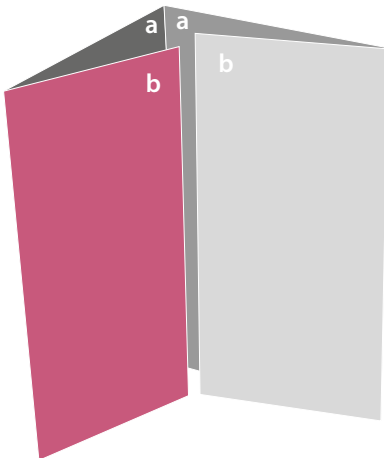
### Window-fold

For a window fold brochure, the interior flaps should be slightly shorter than half of the central flap to facilitate the closure of the final product.



### Wallet-fold

For a wallet fold brochure, the interior flaps should be slightly shorter to facilitate the closure of the final product.



# The different booklets

Here are our file creation requests for the different types of brochures:

## Saddle-stitched booklet:

Please provide your file page by page. The file should include all pages of your brochure, including the cover. The number of pages must be a multiple of 4.



## Perfect bound booklet:

The cover and the interior must be provided to us separately (two distinct files). A perfect bound brochure has a spine whose thickness will always be determined by us. The number of pages must always be a multiple of 4.

We have created a video to explain **THE** technical constraint of a perfect bound brochure.

If your layout contains elements (images, drawings, or text) that span across two pages, please scan this QR Code:



## Wire-O Bound booklet:

Please provide your file page by page. This file should include **bleed on all 4 sides**. It's important that the binding areas do not contain essential visual elements (text or graphics) as they will be punched.



# The different booklets

## Stitched booklet:

The cover and interior must be provided to us separately (two distinct files).

Before determining the multiple technical constraints of a stitched brochure, please consult our sales team to clarify the choice of your specific cover/binding. Only after that can the file creation be feasible with a template that will be provided to you. Here are some examples of bindings:



*swiss binding with cardboard cover & laser cut*



*classic hard cover with gold gilding*



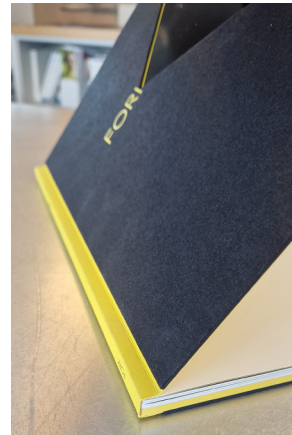
*hardcover with brown "halbleinen"*



*sewn book with exposed spine*



*swiss with cover & flap*



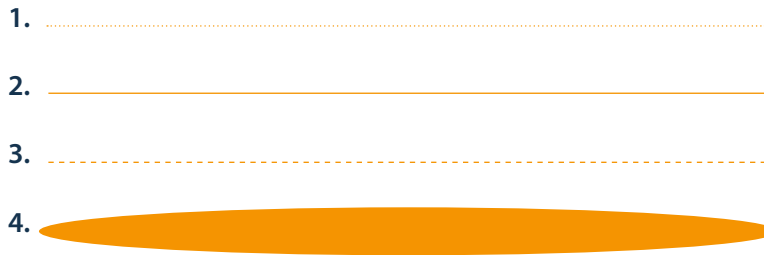
*stitched binding with soft cover & cardboard cover & die-cut*

# Technical colors (1)

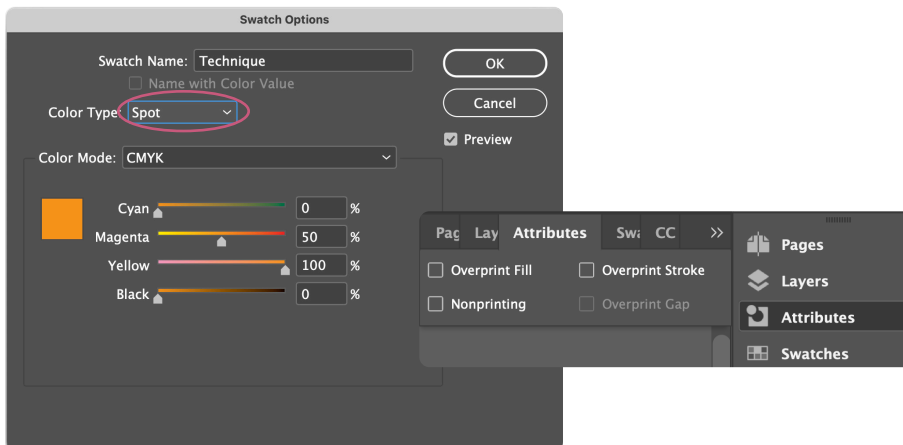
When working on documents such as folders, leaflets, or envelopes, and you need to indicate folding, cutting, perforation, or other finishing elements, here is the convention we have established:

The color (always a “Spot/Direct Tone” color) is named “Technique”, it is placed in the foreground (preferably on a separate layer) and in “overprint” mode.

1. Dotted lines indicate perforation
2. Solid lines indicate cutting
3. Dashes indicate folding
4. Fills can indicate varnish, embossing, or hot stamping



Here are the settings to follow for creating our “Technique” color. Feel free to name your color differently, for example, Fold, Cut, Varnish, etc., and to change the color mix.



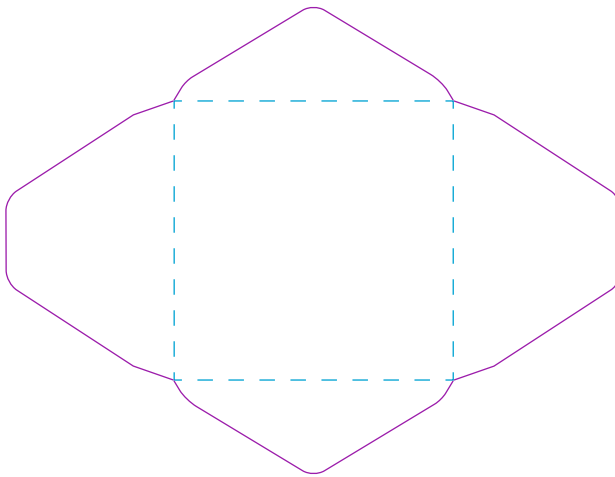
## Technical colors (2)

To prepare a die-cut shape, you must create your document flat (unfolded folder). We ask you to follow a color code to avoid confusion.

Here's an example:

The color for folds/creases is in **blue**, color for cutting is in **purple**. If possible, please provide a mockup to better visualize your request.

If you don't have an existing die-cut shape, Reka can offer to create one for you..



## Typefaces

One of the most common prepress errors is caused by fonts not being embedded in PDF documents.

To avoid this, prioritize using fonts from the Adobe Creative Cloud or, to give you a trusted website example: [www.fonts.google.com](http://www.fonts.google.com).

For any other font used in your document, we cannot guarantee the preservation of your data.

If you provide the InDesign package folder, ensure that all used fonts are present in the "Document fonts" folder.

# Mailing / Excel-listing

To ensure the smooth processing of your custom order, please use and fill out the file available on our website. Only the necessary columns need to be filled. Below is an example based on a business card.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	ID Client	Entreprise	Intro	Titre	Nom	Prénom	Fonction	Adresse	CP	Ville	Pays	Tél.	GSM	Fax	E-mail	Web
2		reka			Max	Mustermann	Technicien	2a, ZARE Ilot-Est	L-4385	Ehlerange	Luxembourg	+352 48 26 36	+352 600 000 000	+352 40 36 63	info@reka.lu	reka.lu
3																
4																
5																

## Example

«B»  
«Entreprise»

«E» «F»  
«Nom» «Prénom»

«G»  
«Fonction»

Tel.: «Tél.» «L»

GSM: «GSM» «M»

Fax: «Fax» «N»

E-mail: «E-mail» «O»

«Web» «P»

«H» «Adresse»

«I» «CP» «Ville» «J»

«K» «Pays»

## Résultat

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Technicien

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Fax: +352 40 36 63

E-mail: info@reka.lu

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L-4385 Ehlerange

Luxembourg

We could also provide you with a template tailored to your needs (at no additional cost). In the event that you choose not to use our prepared template, additional charges will be applied. Therefore, we disclaim any responsibility in case of errors.

## Example

reka print +  
John Doe  
2a, ZARE Ilot-Est  
L-4385 Ehlerange

«ID Client»  
«Entreprise»  
«Titre» «Nom» «Prénom»  
«Adresse»  
«CP» «Ville»  
«PAYS»

«Intro» «Titre» «Prénom»

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Ficis sunt. Ed elur? Aboloriem quaerum enihic temolent, toribus, nini, acullianis doloreci ditlae riam et illusam, seibus evene necsi esti lum volo quid quam aspel intius.

John Doe

## Result

reka print +  
John Doe  
2a, ZARE Ilot-Est  
L-4385 Ehlerange

reka  
Monsieur Max Mustermann  
2a, ZARE Ilot-Est  
L-4385 Ehlerange  
LUXEMBOURG

Cher Monsieur Mustermann,

Rehendae et volendus. Prae recatur aliquo magnis doneque uiamet ea et arci atio cullis rehent harri volesci omnotiorae quatus solupta cum quam vent eum quat ut quaeputi unt aut pre, quibusandae laut odit vel mil molo quaternat est vellant.

Consequam erro con con plii fuga. Equiam volo evelis ducipsam doluplati dolore nobis sediaturo modio cupitlaqui undamite maiorio vltaspe richilgenio aumque nossimilia con riberberunt elur simenduntitis eartibus aperiatut? Quis re quae nus, utem quo id moluplatem et essequia voluptis suntorio quiaess assin consequi consernum nobitibus, que volorpore que prenim nimporum cus.

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Ebitatur? Quiaespe dolori doluplat omnhitate que omnimilo tem quam, officia sinvend aeriore lamus re sunt ius doluptio. Et laborio. Sam remquid ipsanitur, aut utate pro ipsant quae soluptur ad maio. Cullatporor accabor isaplatem et ut venimpour hic te sint quaspetchi, aut mictem abo. Namerin et, ommlolo volo dolor sunt volorum volui ipid quos magnis summae sciminc turionest et officae quid eaque ped untis re esequtubusam velland itatque sinctate sunt odit, volum, quis apiciale eseqimient ape sasceferita lum nis nime volene non pos nos quassimus as mod maion renatur? Am hucilicque nihilb usdam, ommlor estolatur alliant inveniendem et impero tem ratur, tem voloro reunt quam sa doluptatume voluptas exerspis nimpouritunt sunt est ipic istruntrum ficepolorum antium estrum vellaut optas ut volor repedi sit evelesiasit lignat.

Ficis sunt. Ed elur? Aboloriem quaerum enihic temolent, toribus, nini, acullianis doloreci ditlae riam et illusam, seibus evene necsi esti lum volo quid quam aspel intius.

John Doe

In the case of a mailing distributed by postal service, please sort the addresses according to LU / EU / WORLD into different sheets.

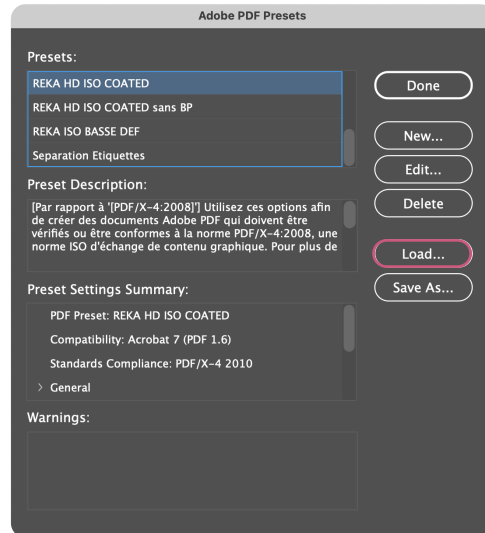
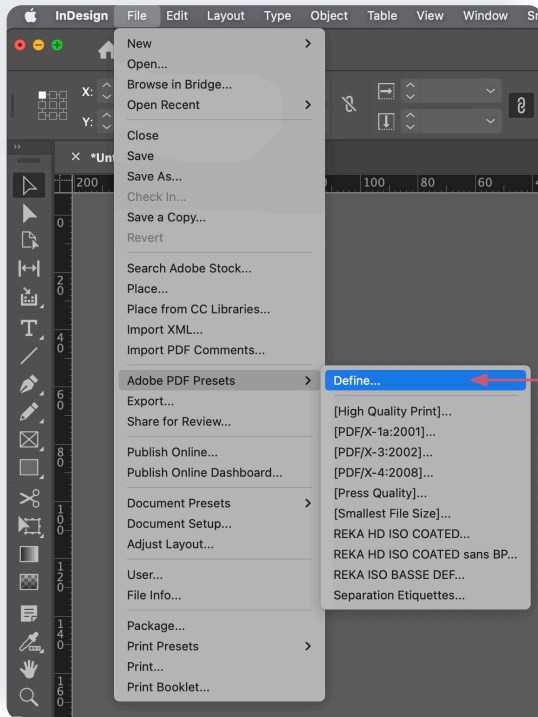


# PDF exportation (1)

To make your task easier, we have created a PDF export setting for use when exporting a print-ready PDF. After downloading the file, save it in a folder of your choice, then follow these steps:

Go to **File > Adobe PDF Presets > Define...**

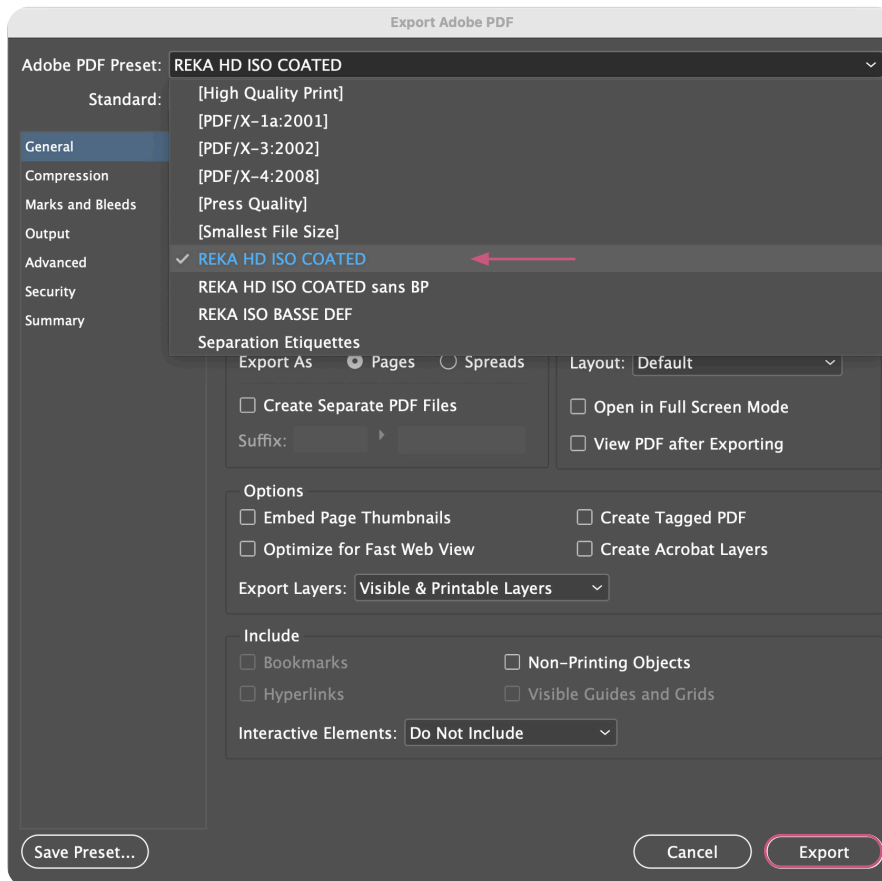
In the window that opens, click “Load” and choose the PDF preset you downloaded and saved earlier.



## PDF exportation (2)

To use this preset, go to the “Export” menu. When exporting to a PDF file, choose one of these presets and click “Export”.

Now, you will obtain a PDF document compliant with our printing standards. Nonetheless, we still verify each document before printing for a final check.





# *On a final note:*

*We hope that this guide proves to be valuable and assists you in navigating the process smoothly.*

*If you have any further questions or require additional assistance, please do not hesitate to reach out to us.*

2a, ZARE Ilot-Est  
L-4385 Ehlerange  
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www.reka.lu

The logo for 'reka print' is centered on a dark red horizontal band. It features the word 'reka' in a lowercase, sans-serif font, with the word 'print' in a smaller, lowercase, sans-serif font directly below it. To the left of the 'reka' text is a graphic element consisting of two small white circles, one positioned slightly above and to the left of the other, creating a stylized 'r' or a cluster of dots.

reka  
print