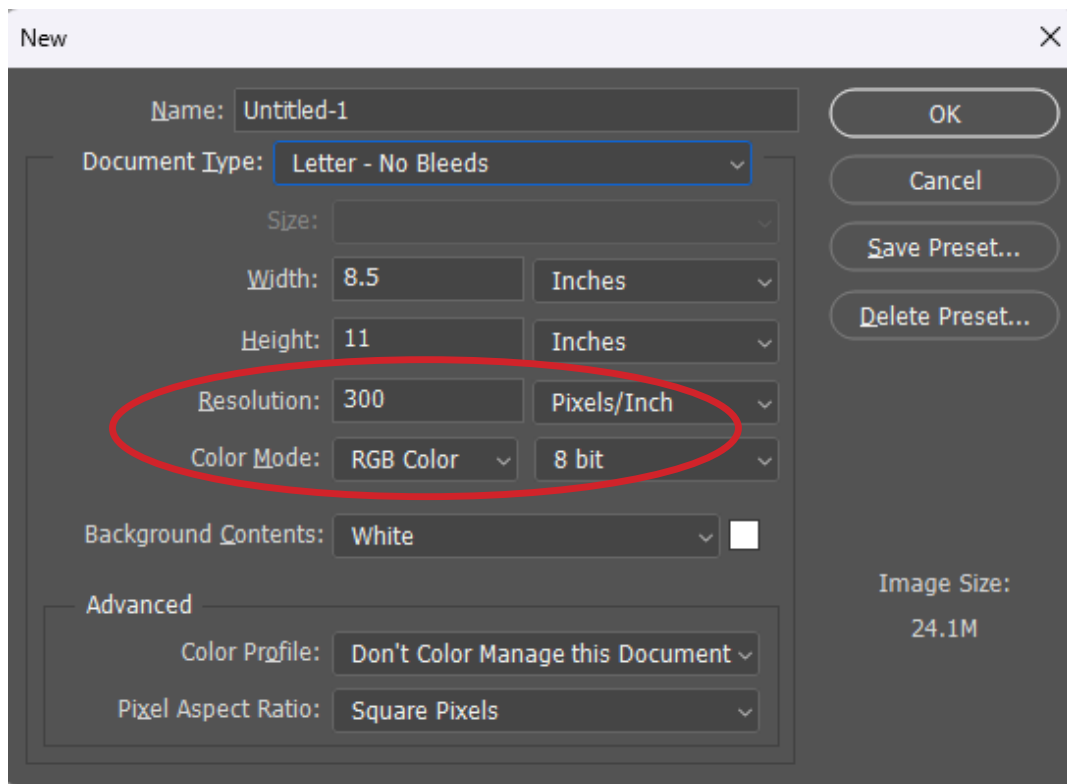


Photoshop Document Setup

New Layout

Photoshop is not normally used for page layout, but if you do use it for layout, please make sure to set up your document correctly from the start. When setting up a new Photoshop layout for **print**, make sure the Resolution is set to **300 pixels per inch (ppi) or higher**. Photoshop's default is 72 ppi, which is way too low for printing. If you don't set the resolution correctly during the initial setup, ***it cannot be fixed later*** and you will have to start over.

For the Color Mode, please use **RGB Color** as this will allow your images to be more vibrant printed on our digital presses. Photos, by default, are RGB. When converted to CMYK, they can lose some vibrancy and depth of color. While converting to CMYK was necessary in the days of ink-based presses, our digital presses can handle the RGB images just fine.



Bleeds and Trim Area

If you plan to have bleeds, add 0.25 in. to each dimension to allow for 0.125 in. bleeds all the way around. If you are unfamiliar with bleeds, they are used to prevent your printed product from having unsightly white lines around the border. Bleed refers to the extra part of images and background colors that extend *beyond* the trim area of your printing piece. Most projects are printed on oversized sheets that are then cut down to size with the appearance that the images and backgrounds are “bleeding” off the edge of the paper. Please note, the extra 0.125 in. of space on each edge will be trimmed off, so keep text and logos away from those areas (0.25 in. from trim edge is recommended).

Save As PDF

To convert your Photoshop document to a PDF for printing, simply select **File** -> **Save As** and choose **Photoshop PDF**.

