

PRINTING RESOURCES

RGB VS CMYK

When choosing colors and incorporating images in your print project, ensuring you are using CMYK, and not RGB, is critical

RGB is designed for use on computers, as monitors show color as a combination of red, green, and blue light. RGB colors may not translate correctly to CMYK, which can lead to unexpected color changes.

Printing presses, however, use four colors, cyan, magenta, yellow, and black to print color. Converting your images to CMYK in an image editor, and choosing colors based on CMYK values, will ensure that your project prints with the correct colors.

IMAGE SIZE

In the printing process, image resolution is measured in dots per inch or DPI. Pictures with less dots per inch will appear blurry when printed even if they look good on a computer screen. Images need to be at least 150 dpi at full size to reproduce without pixelation. Many images downloaded from the internet will only have 72 DPI which are not suitable to print.

USING BLEEDS

When colors print to the edge of the page, bleed must be added so no white shows on the edge of the piece. Sheets of paper may not be the exact same size and bindery equipment is only precise up to $\frac{1}{16}$ of an inch. Adding bleed to your project guarantees that when your project is trimmed to size, there are no unwanted white edges showing.



Any project that has color extending to the edges requires bleeds

The area outside of your designated crop area is your bleed



Bleed is added to a project by extending colors past the edge of the trim area.

For good measure, bleeds should always be 1/8 of an inch (.125 in) or more.

8.5x11 3-panel Brochures

Contrary to popular belief, 8.5"x11" 3-panel brochures do not fold exactly in thirds at $3\frac{2}{3}$ " and $7\frac{1}{3}$ ".

In order for the panels to fold and close properly, the fold lines are slightly off center.

The next two pages are templates showing the proper fold lines for an 8.5"x11" 3-panel brochure.

INSIDE FOLDED PANEL

BACK PANEL

COVER

3.65

3.6625

3.6875

INSIDE LEFT PANEL

3.6875

MIDDLE PANEL

3.6625

INSIDE RIGHT PANEL

3.65