



THE HOW TO SERIES:

FILE NAMING FOR PRINT PRODUCTION

JULY 2019

THIS DOCUMENT COVERS FILE NAMING FOR PRINT PRODUCTION.

The following guidelines help to facilitate the automation of preflight PDF checking before print production.

BUSINESS CARDS

All standard (90 x 54 mm) cards are to be on "BCL01" templates for landscape orientation and "BCP01" templates for portrait orientation. Please ensure that they are perfectly centred on the template, our imposition software works on centre co-ordinates when placing PDF's on a sheet.

Each business card (kind) must be saved as a separate PDF file.

Single page PDF for one side only.

Two page PDF for business cards printed front and back.

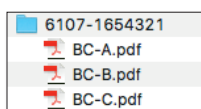
ONE KIND

The file name for one standard product (kind) needs to be "BC"

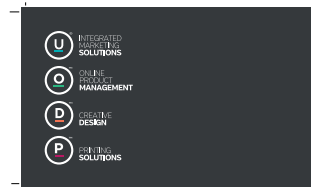
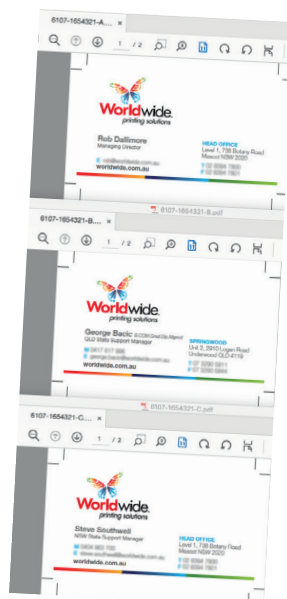
MULTIPLE KINDS

For multiple kinds.

- BC-A
- BC-B
- BC-C
- A4-A
- A4-B



IMPORTANT: Only hyphen can be used, do not use underscore or space.



BC



BC-UV



BC-GUIDE

If you have more than 26 kinds a single PDF containing multi pages may be supplied (contact CPD prior to uploading).

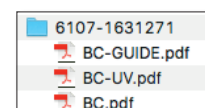
i.e. all kinds in one PDF file, supplied: In order front, back, front, back etc...

SPECIAL EFFECTS

Products which include special effects such as DIELINE, UV or ELEV8 must be supplied as a separate PDF and also include a GUIDE PDF.

i.e. 3 PDF'S for each KIND

- BC
- BC-UV
- BC-GUIDE



- A4
- A4-UV
- A4-GUIDE

The easiest way to achieve this is to create the artwork with Indesign in layers, layer 1 containing the print only artwork in - CMYK/metallic, layer 2 containing the UV, ELEV8 ink/or dieline.

Then output:

- Layer 1 only to create BC
- Layer 2 only to create BC-UV or BC-ELEV8
- Layers 1 & 2 combined to create BC-GUIDE

Using layers will also ensure that the UV area matches the print area.

Please Note: On all business cards, including ramcut, for UV and ELEV8 PDF's, only UV and ELEV8 colours are required. Do not include cropmarks, ramcut guide or other colours.

For multiple kinds

i.e. 3 files for each card

BC-A
BC-A-UV
BC-A-GUIDE

BC-B
BC-B-UV
BC-B-GUIDE

BC-C
BC-C-UV
BC-C-GUIDE

Supply UV or ELEV8 pdf for every kind.

OTHER STANDARD PRODUCTS

Single page PDF for one side only,

Two page PDF for both sides, printed front and back.

IMPORTANT: Only hyphen can be used, do not use underscore or space.

ONE KIND

For one standard product the file name needs to be job name followed by type of product.

i.e. LH
DL
BROCHURE

CHARACTER COUNT

Do not have more than 40 characters in file name (excluding file extension eg. ".zip" or ".pdf").

MULTIPLE KINDS

For multiple kinds of the same product, for the same client, for each product add a hyphen and single letter to identify each kind.

DL-A
DL-B
DL-C

SPECIAL EFFECTS

Products which use special effects such as DIELINE, UV or ELEV8 the effect must be supplied as a separate file and also include a GUIDE file.

i.e. 3 files for each card
Presentation Folder-PRINT
Presentation Folder-DIELINE
Presentation Folder-ELEV8
Presentation Folder-GUIDE

ELEV8 effect can only be produced one side only and must be on front/page 1 when supplying/uploading to CPD.

SUMMARY

MULTIPLE KINDS

POSTER-A	✓	CORRECT	
POSTER-B	✓	CORRECT	
POSTER-C	✓	CORRECT	
POSTER_A	✗	INCORRECT	} No underscore
POSTER_B	✗	INCORRECT	
POSTER_C	✗	INCORRECT	
POSTER A	✗	INCORRECT	} No Space
POSTER B	✗	INCORRECT	
POSTER C	✗	INCORRECT	

SUFFIX

POSTER-PRINT	✓	CORRECT
POSTER-GUIDE	✓	CORRECT
POSTER-DIELINE	✓	CORRECT
POSTER-ELEV8	✓	CORRECT
POSTER-UV	✓	CORRECT
POSTER_PRINT	✗	INCORRECT
POSTER_GUIDE	✗	INCORRECT
POSTER_DIELINE	✗	INCORRECT
POSTER_ELEV8	✗	INCORRECT
POSTER_UV	✗	INCORRECT

SUFFIX AND MULTIPLE KINDS

POSTER-A-PRINT	✓	CORRECT
POSTER-A-GUIDE	✓	CORRECT
POSTER-A-DIELINE	✓	CORRECT
POSTER-A-ELEV8	✓	CORRECT
POSTER-A-UV	✓	CORRECT
POSTER-B-PRINT	✓	CORRECT
POSTER-B-GUIDE	✓	CORRECT
POSTER-B-DIELINE	✓	CORRECT
POSTER-B-ELEV8	✓	CORRECT
POSTER-B-UV	✓	CORRECT