BEELiNE➕BLUE

Exporting Adobe Photoshop Files for Printing:

Here's how to ensure your files are print-ready for high-quality results with Beeline and Blue.
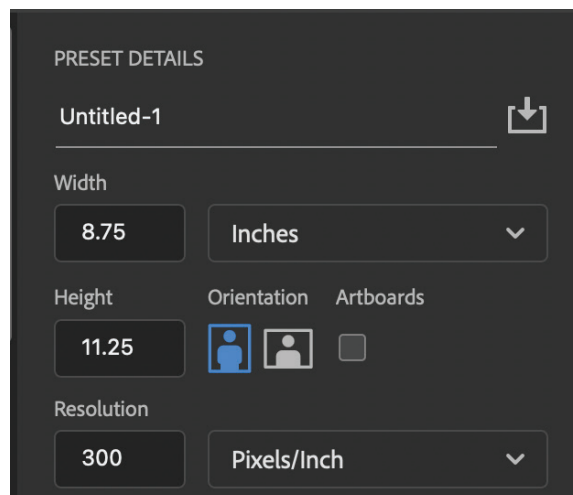
1. Set Up Bleed and Canvas Size

Photoshop doesn't have a built-in bleed setting, so you'll need to manually add bleed to your canvas:

Add Bleed to Canvas Size: Add 0.25 inches total (0.125" on each side) to your document size.

For example, for an 8.5" x 11" final size, set your canvas to 8.75" x 11.25".

Extend Backgrounds to Edge: Make sure all background images or colors extend fully to the edge of this larger canvas.

Keep Important Content Inset: Leave a safe margin of at least 0.25" from the trim edge for any critical text or graphics.
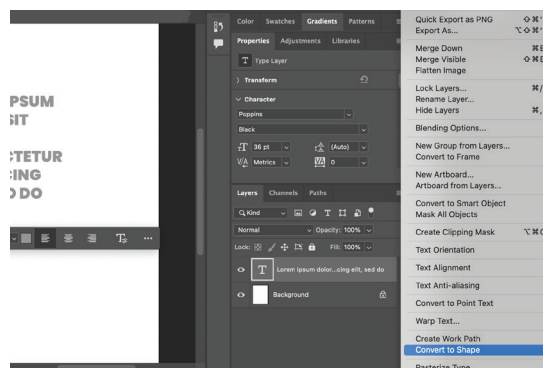

2. Flatten or Convert Text and Layers

Before exporting:

Convert Text to Shapes: Select your text layers and choose Type > Convert to Shape to prevent font substitution.

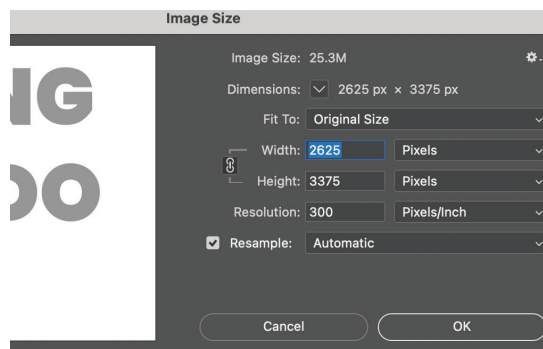**Flatten Layers:** Go to Layer > Flatten Image to reduce file size and avoid transparency issues.

3. Use High-Resolution Images

Your file should be created and saved at 300 dpi for print:

Check Resolution: Go to Image > Image Size and confirm:

- Resolution: 300 pixels/inch
- Resample: Off (for final export)

Avoid upscaling low-res images — they may look pixelated when printed.

4. Convert Colors to CMYK

Photoshop works in RGB by default, but for printing, use CMYK color mode:

Convert Before Exporting: Go to Image > Mode > CMYK Color before saving.

Note: Colors may shift slightly when switching to CMYK — adjust as needed for accuracy.

5. Export as Print-Ready PDF or TIFF

Once your file is flattened and in CMYK:

Go to File > Save As

Choose either:

- Photoshop PDF: Great for preserving layout and quality
- TIFF: Ideal for single-image files with no text

If using PDF:

- In the PDF dialog, choose [High Quality Print]
- Deselect "Preserve Photoshop Editing Capabilities" to reduce file size

6. Name Your Files Clearly

Use a clear and consistent naming convention: Examples:

- **YourCompany_Poster_24x36.pdf**
- **YourCompany_TradeshowBanner.tif**

7. Review Your Final File

Before sending:

- Zoom in to check for sharpness and pixelation
- Make sure text is crisp and layers are properly flattened
- Confirm the file is CMYK, high-res, and includes bleed if needed

NEED ASSISTANCE?

If you're unsure whether your Photoshop file is ready for print, we're here to help. Send it our way — we're happy to check it and offer suggestions before it goes to press.