



# BALL STATE UNIVERSITY

Printing Services

# Customer Guidelines

## Timelines, Files, and Branding

Printing Services is here to support your printing needs and departmental goals. There are three main areas to be considered before submitting your order; timelines, files, and branding.

### 1. Time Lines

At Printing Services, we strive to meet your deadlines and deliver high-quality products within the specified turnaround times. For projects that require proofing, production will only commence after we have received your approval on the proofs provided.

A quick approval of your proof is essential to maintain the agreed deadline. Check the proof carefully for correct color and content. Indicate any changes clearly (extensive revisions may cause rescheduling and/or extra charges).

**Simple Digital Printing: 5 business days**  
(larger quantities will take longer)

- Involves straightforward designs with minimal customization.
- PDF proof may be provided, but often not needed.

**Complex Digital Printing: 5-7 business days**

- Involves intricate designs, variable data printing, and/or specialized finishing options such as folding.

**Large Format Printing: 5-7 business days**

- Produces large-scale items like posters, banners, and trade show graphics using specialized printers.
- Generally, only PDF proofs are provided to customer.

**Offset Printing: 10-14 business days**

- Best for high-volume jobs (5,000 and above) needing precise color and quality.

\*Special finishing such as die-cutting, foil stamping, or book binding will require extra time.



- purple line - safety margin
- black line - final trim size of printed piece
- red line - bleed

### 2. Files

Proper file preparation saves time and resources, improving the quality of the final product.

#### Design Formatting:

- Design your file in CMYK mode for printing.
- Include bleeds (0.125 inches) for designs extending to the page edge. See our Bleeds tipsheet for more details.
- Keep all text within the safety margin to avoid trimming.

#### Font Usage:

- Use of approved Ball State fonts is highly encouraged. (Helvetica Neue, Acumin Pro, Ivy Presto)



### Colors:

- All printing projects containing Ball State red must use the approved CMYK blend of:  
3% Cyan, 100% Magenta, 70% Yellow, 12% Black  
**HEX or RGB colors are not suitable for printing**

### Image Format:

- Avoid using PNG format for images. PNG is an RGB format and will not convert to CMYK.

### File Submission Format:

- Preferably, submit packaged Adobe InDesign files for print, which will include fonts, photographs, and graphic files. This packaged folder should be compressed or zipped for upload to our website.
- Printable PDFs should display in single-page layout for accurate printing.

### File Submission:

- Submit your final files through our website at **printing.bsu.edu**.
- Attach files to the online order form when ordering. The “send a file” form is used only to submit file(s) after an order has been placed.

- If your files do not meet our guidelines, you will be notified via email for you to revise and resend your files with suggested changes. Printing Services can edit your files for you, however additional charges may apply. Please note, file corrections may extend production time.

### 3. Branding

- Ensure designs for university-affiliated work follow the Brand Guidelines established by the Division of Marketing and Communications.
- The Brand Guidelines can be found at:

<https://www.bsu.edu/about/administrativeoffices/marketing-communications/brand-resources>



## Contact Us

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The information presented here, correct at the time of publication, is subject to change. Ball State University practices equal opportunity in education and employment and is strongly and actively committed to diversity within its community.