

CREATIVE FILE STANDARDS

PAGES

- All pages should be built in either QuarkXPress 7 or InDesign CS3 or latest versions of ea. application.
- All pages are to be built to the actual final trim size of your project. For instance: if your final publication size is 8 3/8" x 10 7/8" your document size should be set accordingly.
- Do not lay out multiple versions on a single page (ie. business cards). Each version needs to be on it's own page.
- All bleeds should exceed the final trim size by a minimum of 1/8".
- Should layout pages as they would appear unfinished flat and unfolded. Do not layout pages as they would appear finished.

TYPE

- Typeset all copy in either QuarkXPress or InDesign unless trying to achieve a special effect like embossing.
- Do not outline fonts unless requested.
- Ensure no pseudo/faux fonts are used, i.e. fonts created by pressing the italic or bold buttons on the font menu. Fonts should be selected by name, i.e. if you are working in Souvenir Demi Bold and you require italic, you should scroll down your font menu until you find Souvenir Demi Bold Italic.
- Type may be reversed out of screens, PMS areas, or separations.
- To maintain quality, reverse type should be a minimum 8-pt sans serif bold face font.
- To maintain quality, black line copy should be a minimum 6-pt sans serif medium font.
- All copy should be kept a minimum 1/8" from final trim.
- Type 1 PostScript fonts are preferred. Type 1 fonts require screen and printer fonts to be supplied with submission.

RULES

- Fine lines and rules should be restricted to black or solid pms color.
- Specify rule width to maintain consistency. Minimum of .5 pt rule.

LINKED ART FORMATS

- PhotoShop
- Illustrator (CMYK color mode only)
- EPS
- TIFF

IMAGES

- No RGB images, they must be converted to CMYK.
- TIFF files should be saved with no LZW compression.
- EPS files should be saved with Mac preview and Binary encoding and no compression.
- 8-bit (grayscale) and 24-bit (color) scans should have an effective resolution between 225-350 dpi.
- Linework scans (1-bit b&w) should have a minimum effective resolution of 600 dpi.
- Total ink coverage of a scan should not exceed 300%
- Images should be placed as close to 100% of final size as possible with no more than 25% reduction or enlargement in the layout program. If scaling exceeds those parameters, re-size in photoshop and import new image back into the layout document

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COLORS

Spot Color Documents

- Delete all unused colors in your documents, be sure the rest are defined as spot colors.
- Be sure the colors defined in your graphic files match those in the document.
- Print color separations to your laser printer and be sure all items print on the correct separation.

Process Color Documents

- Delete all unused colors in your documents, make sure the rest are defined as process colors.
- Be sure all placed graphics are CMYK. Double check any embedded bitmaps.

General

- Check that no colors are duplicated (i.e. Pantone Green CV and Pantone Green CVU). If for any reason you cannot avoid duplicated colors, please advise us of their existence on your purchase order.
- It is advisable when selecting colors from your color menu to only use Pantones rather than colors with names such as Deep Sunset Red, etc. This way we will know what the colors are meant to look like.
- If you edit the make-up of a Pantone color then always rename it, for instance Pantone Green CV EDITED.
- Never use the colour Registration when you intend to use Black. Registration is a colour that prints on
- Please set black objects and type over 18 pt to be 40C, 30M, 30Y, 100K.
- Dielines/Varnishes/Scratch Offs need specified as a spot color. They should be named as what they are. These items are to be setup on a separate layer and set to overprint.

FILES REQUIRED FOR SUBMISSION FROM OUTSIDE VENDORS

- Page layout files (Quark or InDesign)
- All printer and screen fonts
- All inked files - Photoshop, Illustrator, EPS and/or TIFF files used in your documents
- Hard copy proofs with color call outs for spot colors. These proofs must match the supplied electronic files. Do not submit hard copy proofs that are marked up with changes unless they are to be made by the prepress dept.
- After all files are collected into one folder, please compress the files using either .zip or .sit format. Then either provide the compressed files on disk or upload to FTP site (information to provided by contact person).