



## PRINTING GUIDELINES

To help you prepare your file for printing we have some guidelines that should be followed in order to obtain the best results.

Our process is strictly **C-M-Y-K**. No spot colors, metallic or fluorescent colors are possible.

### SOFTWARE:

We can support both PC and MacIntosh-based files using:

- **Photoshop** – include all layers, paths and channels
- **Quark Xpress** – include all placed images, logos, fonts and other elements
- **Adobe Illustrator** – convert text to outlines
- **Freehand** – convert text to outlines
- **Pagemaker**
- **Corel** – export your file to a .tif file as well as sending the original Corel file
- **In-Design**

### PDF FILES:

PDF files cannot be modified at our facilities, except for global color changes (i.e. brightness, contrast). A PDF file is useful to verify layout and position but is not recommended as a print file.

### RASTER IMAGE FILES:

We are able to work with .tif, .eps and .psd files. Do not embed files (keep as links).

### LAYOUT:

Specify scaling factors, but do not apply them. It is not necessary to design at 100%. Best results are obtained by enlarging no more than 300 percent. Enlargements greater than 300% may produce less than optimal results.

### RESOLUTION:

Optimal results are achieved with images printing between **125-150 dpi at final size**. Note that an electronic proof will not necessarily show a pixilation of an image incorrectly prepared at the wrong dpi.

### COLOR CALL-OUTS:

If your project requires a CMYK build of a PMS color, please reference the coated section of the PMS chart. If your project requires a deep rich black, please use a 4-color build of black.

### PROOFS:

**Electronic proofs** are generated from the final print file. These proofs should be used for LAYOUT PURPOSES only and not to judge color. Due to the variation in monitors, judging accurate printing color is impractical. We can provide an electronic proof in either a .pdf or .jpg format. This service is provided free of charge.

If your project contains critical color, please request a **PRINTED PROOF**. While this does add time and a modest cost to your project, it is the only sure method of evaluating color prior to printing. Depending on the printing technique required for your project, you would typically receive a miniature version of each panel being printed for layout purposes as well as a section of the project at final size. This section may be requested by the customer for instances of logos or flesh tones.

## CAUTIONS:

**Photoshop Projects:** Do not use type in Photoshop files as it will bitmap. Keep type as a vector text layer and save it as an .eps with vector information. Supply the **LAYERED FILE**.

**Vector Applications:** Provide vector files for logos to ensure crisp type. Provide all native files for logos, charts and objects created in vector programs. When building layouts in vector applications, photos should be linked, not embedded.



## PRE-FLIGHT YOUR PROJECT:

- Did you include all screen and printer fonts?
- Are all support files included (high resolution files, etc.)?
- Did you print the Directory from the media?
- Did you specify all PMS colors?
- Are the scans the correct file size for media size and output?
- Did you send us the fonts used in your document? Fonts should be zipped or stuffed into a folder prior to creating the CD/DVD.

**PLEASE NOTE: Check after burning your disk to ensure that fonts are included. Create a separate folder for the fonts and ensure that the font does not show in the directory as “0KB”.** Incorrectly copied or omitted fonts may delay your project.

