

Electronic Pre-Press Guidelines Litho

SOFTWARE:

- Adobe Illustrator • Adobe Photoshop • QuarkXPress
- Adobe Pagemaker • Freehand • Corel Draw

NOTE: Corel Draw file must be exported as Adobe Illustrator file as well. PC typefaces/fonts are not available on the Mac System. When using files created in Freehand, Illustrator and corel Draw, please convert all type to outlines, curves, or paths.

MEDIA:

- CD, Zip 100 & 250, Jaz 1gb, Floppy Disk.

Fonts & Graphics Required:

Include all screen and printer fonts (Suitcase and Postscript fonts) or convert type to outlines, Include all link files i.e., (EPS files and their originals, TIFFS, PICTs, and Photoshop documents). Scanned images must be a minimum of 300 dpi resolution. Save your image as CMYK, DUOTONE or GRAYSCALE.

Colors:

- Properly define colors as process (CMYK) or spot (PMS).
- Pay attention to whether colors are set to knock out or overprint. If using overprint please note on file.
- Delete unused colors.
- Properly indicate and apply special colors.

Graphic Design Guidelines:

Minimum Standards: For best results, do not go below these recommendations:

Rules: .5 point (.007 in)

Type: Positive: 4pt sans serif, Knocked-out: 5pt sans serif.

Print to die position: .062" away from edge of die.

Screen: 2% to 100%. We cannot print less than 2% of any color in blends.

Scanned images: Must be at resolution of 300 dpi.

Trapping: .003", will be done at this location.

Dies: Build job to supplied die. Do not alter other than color or stroke change. Place die on separate layer if possible.

Bleed: .125".

Helpful reminders for art departments on color separation issues:

1. Before sending us the file: If you know that the job is going to be Pantone or spot colors make sure that you don't have any other colors other than your Pantone colors that you are using. We suggest laser printing your color separations to ensure that you don't have unexpected spot colors. Any additional work will cause added charges.
2. Be sure to convert any scanned color image to CMYK before saving it.
3. Always send the fonts, (screen and printer fonts), in any case.
4. If you have any concerns about the information contained here, please call us at (805)987-8577

• eMail: mailbox@garedgraphics.com

