



CLIENT GUIDELINES FOR ELECTRONIC FILE PREPARATION

PREPARING TRANSPARENCIES AND FILES FOR DIGITAL PREPRESS

- Supply all transparencies and original artwork that require scanning. The following information will need to be indicated on each image for scanning:
 - Indicate scan name - (should be no more than 10 characters long) if you plan to archive images, it may be helpful to establish a unique naming convention. Your Customer Service Representative (CSR) can provide more information about naming conventions.
 - If an image needs to be silhouetted, indicate "SILO" on the laser proof and/or transparency.
 - Indicate any special effects, such as drop shadows, etc. that may be required.
- Supply a black and white laser proof at 100% of their actual size. Colortech, Inc. will use these to figure percent of enlargement/reduction and any rotation for each image.

ACCEPTED NATIVE PAGE FILE FORMATS

- Colortech, Inc. accepts current versions of QuarkXPress, Adobe InDesign and PageMaker for the MAC and PC. Colortech, Inc. also supports vector art programs, Adobe Illustrator, Macromedia Free-Hand and Corel Draw. If you are using any other programs to create art that will be imported into your page files, notify your Colortech CSR.

PAGE CONSTRUCTION

- We prefer to have pages created as single pages, built to their actual trim size. Elements that bleed off of the page must be extended 1/8" over the edge of the page on all outer edges. All live matter of importance, including all type, must be a minimum of 1/8" inside the final trim in order to guarantee that no essential information is trimmed off.
- Trapping and overprinting may require special consideration. Except for special cases, Colortech uses process settings, which automatically overprint only the occurrences of 100% k.
- Thin lines, fine serifs and medium-to-small type should be restricted to one color and not reversed. As guideline, reverse type and line art should not be less than .007" (equivalent to a .5 pt. rule) at the thinnest part of a character or rule.
- Supply all images as either CMYK or grayscale high-res images with a minimum of 300 DPI. We prefer 4/color images be saved as composite EPS or TIFF files. Black and white line art should be in bitmap TIFF format (minimum 1200 dpi resolution recommended).





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- We advise using QuarkXPress's "Collect for Output", InDesign's "Package" and PageMaker's "Save for Service Provider" feature when preparing files for output. This assists in gathering corresponding art, image files, and in some cases fonts needed for processing. The report file supplies helpful information about the supplied files.
- If using a spot color (PMS), it should be named exactly the same in all page files and linked image files.

PAGE FILE PRINT-OUTS

- Supply final color or B&W laser printouts at actual size (100%) with no corrections noted. If the image area in the page file exceeds the size of a laser or thermal print, print the laser at a reduced percentage, but clearly note the reduction.
- If possible, output final printouts with "registration marks," this places crop marks on the edges of the files and also prints the name of the file at the top of the page.
- Note any special instructions directly on your laser proofs before submission.
- Supply spot varnish info.

FONTS

- Supply all screen and printer fonts used within your documents. We recommend maintaining the screen and printer font organization as it was originally provided by the font manufacturer. Avoid using True Type fonts.
- According to CREF Standards "fonts used by both customers and vendor must be the same version, name and manufacturer." Therefore, to accommodate for any inconsistencies between the customer's fonts and our current font library, it is helpful when all necessary fonts for your job are supplied.
- There are two options for supplying Colortech with fonts:
 - Supply us with a copy of your entire in-house font library. We will keep this collection on file and use it whenever your files are supplied. Only new additions to your typeface library will need to be submitted when you supply your page files for production.
 - Supply the font used for your job each time page files are submitted. If we do not receive the necessary fonts to process your job, or are supplied a listing of the fonts, the customer will be responsible for any type reflows or substitutions.

We understand that special cases may not have been taken into consideration. Colortech endeavors to be flexible, so if you require special arrangements for file submission, please contact your Colortech CSR prior to actual page file submission.

