

## FILE PREPARATION GUIDELINES

*These guidelines will help to ensure smooth and timely production of your project. Deviation from these guidelines is possible, but could lead to increased cost and/or decreased quality with longer turn-around times.*

*Please do not hesitate to call us with any questions, 210-308-0222.*

### Supported Software Programs MAC or PC

We strongly recommend using QuarkXpress, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Pagemaker and Freehand. Microsoft programs such as Word, Powerpoint and Publisher are not compatible with our large format printers, but can be used for color or B&W copy output only.

### Services we offer:

- Durst Photographic continuous-tone large format prints (RGB)
- HP large format inkjet prints (CMYK)
- Mimaki large format solvent ink banners (RGB)
- Vehicle graphics
- Color and B&W copies (CMYK) or grayscale
- Scanning
- Finishing Services (mounting etc.)

### Please Include with your Order:

- Hard-copy proof of your layout (PDF files are acceptable alternatives).
- File names of the documents we need to print from.
- Final output size. Please list numerous file sizes. Try to set-up your files at 100%.
- Check that the dimensions will be at the correct size when proportions are enlarged or reduced by the same percentage. Example: 8x10 printed at 200% will be a 16x 20 size print.
- Quantity of prints you need from files.
- Let us know of any critical colors in your document (Pantone colors or other items that need colors matched). Please allow extra time for us to match colors. There could be extra charges associated with color matching. \*\*
- Check image color and density. Color correction could result in additional charges.
- All images sent to the Durst and Mimaki must be RGB. This includes all linked images (Photoshop, Illustrator, or Freehand). All other output devices can take RGB images.

### On the Disk:

- Please organize all the relevant files on your disk. It is very helpful to have an "images" folder for the linked images and a "font" folder (if applicable). Many programs (such as Quark) will let you collect all the fonts and images that are used in your document. This will insure that all the proper items will be sent on your disk.
- Be sure to include all the screen and printer fonts (or turn fonts into "outlines" or "paths" if possible) Also include the fonts that are in your "linked" files (ie. Illustrator files placed into Quark). Photoshop images can also have font issues if saved with "layers". Please include fonts used in Photoshop or flatten the layers.
- Do NOT use the "stylize" feature in the program to put a **BOLD** or *Italic* style on your font as this will not print correctly. The correct font must be used. Do not use Multiple fonts "MM" Example: "OCEANSAN MM"
- Please check the resolution of your image at the final print size. It should be at least 150 dpi at full size.
- Do not use a "bleed" on images unless they will be used for color copy output.

\*\*Our Printing Process is totally different from offset printing and may not be capable of reproducing all Pantone colors. If color is critical, please indicate on your order and we can supply you with color swatches of variations on the required colors. This will allow you to choose the BEST MATCH. We support Pantone Coated Colors, so set-up your project accordingly. Color matching does require more production time and material which could result in additional charges.

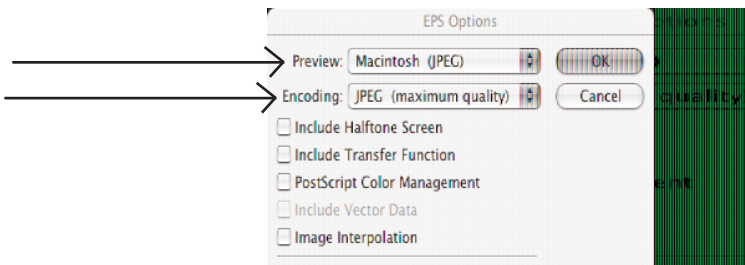
## GENERAL HELPFUL TIPS AND GUIDELINES

### Trade Show Booth Graphics, Roll-up Displays etc.

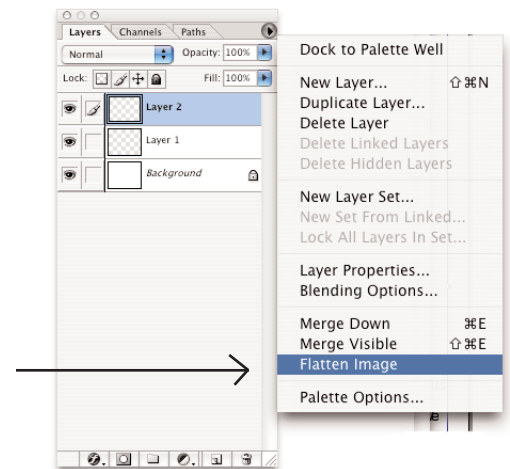
- Create murals on one page, preferably in Quark or Photoshop. Please call us to verify the size that will properly fit the unit. Do not “tile” the image onto multiple pages. We have to modify your file so there will be overlap when we splice the images together to create your mural. **KEEP TEXT OUT OF SPLICE LINE** (if possible)
- Roll-up displays come in many different sizes. Please check with us on the sizing before you set-up your file.
- Trade show booths and Roll-ups are printed on the Durst. All images sent to the Durst must be in RGB mode.

### Correct file set up

- If using a black as a color in different programs, be sure that the “value” of black is the same. Example: Illustrator images placed in Quark, all must be set with the same color value for it to print correctly.
- When e-mailing or uploading files to our FTP site, please “stuff” the files to avoid data corruption.
- Documents that are meant to match each other should be created in the same software programs.
- Please create “outlines” or “paths” from programs used that support this function. (Indesign, Illustrator, Freehand)
- Let us know of any critical colors in your document (Pantone colors or other items that need colors matched). Please use Pantone Coated colors in your document (if applicable).
- To help file size from being larger than needed, you can save photos out of Photoshop as .EPS and use these options when saving. Preview: Macintosh (JPEG) and Encoding: JPEG (maximum quality)



- Flatten all the layers in Photoshop and save as an .EPS. No font issues will occur when flattened. If you need to send us the layered file, remember to include the fonts that are used in the Photoshop document.



- JPEG files should be saved at a quality setting of 9 or higher. We need the best quality and resolution possible. We can't enlarge images saved off the internet, the resolution of these images is only 72 dpi.
- If you are providing a .TIFF file, please do not use compression in the save menu. Please check the resolution of your image at the final print size. It should be at least 150 dpi at full size.

### PDF Files (This is only a very general guideline, please call us for detailed info.)

- Please let us know what “native” application that you created the PDF from. Normally we don't like to print from PDF files, but if set-up properly they should be able to produce a high quality print.
- In Photoshop (version 7 and CS), flatten the layers before saving to a PDF, text layers could be lost if the image is not flattened. Check the resolution of your image at full size, it should be at 150 dpi or higher.
- In Illustrator (version 10 and CS), “Select All”, and make the fonts into outlines. When saving the PDF, do not compress or downsample any images and preserve Illustrator editing capabilities.
- In Quark (version 6), File>Export PDF, Go under Options and embed the fonts. Do not use compression and click “OFF” ASCII Format. Under OPI, click on “include images”.

### *Not all PDF files are created equal!*

How you generate a PDF file is as important as the program that you create it with. PDF files can be used for print or web and can be made to different standards. If you are not careful, you can damage a perfectly good file that was created in it's native application. For the different printing processes, there are many different ways to create PDF files and the requirements can vary.

# AMERICAN COLOR LABS

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## FILE PREPARATION CHECKLIST

File names \_\_\_\_\_

Output Devices    Durst            HP Color plotter    Color Copies            B&W copies            Mimaki

Sizes of Prints \_\_\_\_\_

Number of Prints \_\_\_\_\_

Programs Used \_\_\_\_\_

Mac or PC Files    Mac    PC

Fonts are outlines or all fonts provided/ Styles on fonts not used \_\_\_\_\_

Images changed to correct color mode

RGB for Durst \_\_\_\_\_

CMYK for all other Devices \_\_\_\_\_

Images Checked for Correct Resolution \_\_\_\_\_

All "Support Images" Included \_\_\_\_\_

Pantone Colors or any Color Matching \_\_\_\_\_

Photos that need Color Correction \_\_\_\_\_

Adobe Photoshop Layers are Flattened/or Fonts Included \_\_\_\_\_

No "Bleeds" are on Document except if needed for Color Copies \_\_\_\_\_

Fonts need to be "Stuffed" if sending over the FTP or E-mail \_\_\_\_\_