



# STANDARD Printing Company

## ~ File Assembly Guidelines ~

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To reduce your costs in prepress and turn-around time for proofs, Standard Printing Company recommends using the following information as a guide for correct file assembly:

### *Acceptable File Formats*

QuarkXpress  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Macromedia FreeHand  
PDF (Press Quality)

*(please download PDF Instructions from our website)*

### *General Info*

- All documents must be 100% of final trim size or must be communicated on the hard copy of enlargement factor to achieve final size.
- Run "Collect for Output" or "Create Package" in your design application to ensure all elements, images, logos, and fonts are gathered into appropriate folder to be submitted to the printer.
- Be aware of overprint settings. If used intentionally, they should be clearly noted and white should NEVER overprint, as this renders white to be invisible.
- White type should be no smaller than 10 pts and NOT set to overprint.
- Avoid process color mixes and percentages of black on very thin rules, small typeface, or fonts with thin strokes.
- All files that have embedded images should also have original files supplied so we can ensure the quality of printing should replacing an image be necessary.
- All no-coat and no ink areas must be clearly indicated on all dies.
- Create perfect bound or wire bound books in single pages with 4 sided bleeds.
- Large solid black areas and black text that measure over .055" wide (when printed) SHOULD contain undercolor or "rich" black (60c,40m,20y,100k or 40c,100k). Solid (100%) black text that measure under .055" wide (when printed) should NOT contain any undercolor or "rich" black.

### *Design Tip*

It is not recommended that you use a thin border around your job. If you are designing your file with a border around the edges, it must be a minimum of 1/4" wide, plus the 1/8" we need for bleed. Due to physical limitations of guillotine cutting, borders thinner than that will most likely appear uneven. We are not responsible for uneven borders if they are not at least 1/4" thick. We strongly recommend that borders less than 1/4" be avoided.

### *3-Hole Punch Specifications*

- usually consist of 2 sizes = .25" x .3125"
- safe clearance of text, etc... = .625" (for both sizes)



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### *Fonts*

Place all fonts in a "fonts" folder. Include all screen fonts and printer fonts. PostScript fonts are always preferred for use in file assembly. TrueType fonts, though sometimes used successfully (and are cheap and easy to come by), should be avoided. All fonts used in the creation of your file must be provided to ensure correct processing of your file. Stylizing fonts in the style palette of your design application is not permitted, because when using this palette, the application allows you to create fonts that may not actually exist and when this happens, your high-end proof will NOT look like the hard copy off your laserprinter. The appropriate font must be used by choosing the actual font in the font menu. DO NOT use Multiple Master Fonts (fonts that have "MM" in their name)

### *Bleed*

Elements that print all the way to the edge of the trim on a page are called bleed elements and should extend in the file beyond the edge of the page by one eighth of an inch minimum. When the finished piece is trimmed, it is impossible to cut all pieces exactly on the edge of the printed area, by extending the art (or bleeding it), the finishing department is assured of all elements trimming consistently.

- Any book job requires a minimum of 1/8 inch bleed outside of final trim
- All critical copy and art should be placed no closer than 1/8 inch from trim on books
- Any corrugated label job requires a minimum of 1/4 inch bleed outside of folds and knife cuts
- All critical copy and art should be placed a minimum of 1/4 inch inside of folds and no closer than 1/4 inch from knife cuts on any corrugated label
- Bleed label line (final trim) 1/8 inch on any corrugated label

### *Logos and Vector art*

Logos and vector art should be created in a drawing program such as FreeHand or Illustrator, then saved as .eps with a resolution of 2400dpi and imported into the page layout file. Bitmap based files do not provide a smooth appearance. This rule applies to all Photoshop file formats. Photoshop is a bitmap-based file format and does not support the Bezier curves that vector programs give you. This means the bitmaps can be used only at 100% of the actual size or smaller; otherwise they will appear pixilated on the final piece. Alternately, vector art can be sized as large or as small as desired without sacrificing quality. It may take more time to draw correct art than to rasterize or scan something, but the perfection afforded by the vector programs is well worth the effort.

Vector images should be used for all text and logos, if possible. They return the clearest image and can be re-sized without losing resolution. Avoid setting type inside Adobe Photoshop. Photoshop is a bitmap or raster application composed of pixels (picture element) in a grid. Each pixel or "bit" contains color information for the image. Bitmap graphics formats have a fixed resolution which means that resizing a bitmap graphic can result in distortion and jagged edges. Text created in Photoshop will print more rasterized or jagged than vector art.



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### *Page Layout*

Multi-page work should be assembled in a page layout application such as QuarkXPress or InDesign. Logos and vector art should be created in a vector drawing program such as FreeHand or Illustrator. All art elements should be linked, not embedded within other documents unless absolutely necessary. If this is the case, embedded art should also be supplied in its original format. Work-up files, such as Photoshop documents with layers and channels, should also be supplied.

### *Color Specifications*

Information regarding the colors actually used in the design should be clearly indicated. Properly prepared files will contain clean color palettes with colors not used deleted from the palettes and all colors in use residing in palettes identically. Duplicate colors should be merged before releasing a file to any prepress establishment. Spot colors should be identified by the default library name for example (PANTONE 185 C). Settings for color mode in Illustrator should be set to CMYK. Do not create colors in RGB. Change all colors in documents not being used as spot to CMYK.

### *Proofs*

A current hard copy proof must accompany the job. We check our proofs against your hard copy for accuracy; if no hard copy or incorrect hard copy is provided, it causes unnecessary and sometimes costly delays and unforeseen errors. Proofs help printers to verify that process colors, overprints, fonts, etc., separate properly before ever releasing files for expensive high-end proofs. Properly formatted PDF proofs are considered acceptable hard copy.

### *Digital Photos*

Digital Camera and Stock Photo conversion guidelines

How to get images with good resolution from your digital camera:

If you have not yet taken the digital image, adjust your camera to the highest quality or pixel setting. Taking the photo on the highest setting will maximize both the quality of the image, as well as the range of sizes at which you will be able to use it in printing projects. After you have your photo in digital form, determine the maximum usable dimensions you can use on the image in your project. Images should have a resolution of 300 dpi at their final size in the file. Resolution and image size are inversely proportional to each other. In other words, enlarging an image will decrease the resolution and shrinking an image will increase the resolution. To determine the maximum size at which you will be able to use the image in your project while maintaining a quality resolution of 300 dpi, divide the pixel width and height by 300.

Example:

If the pixel dimensions of your photo is 1200 pixels x 1600 pixels:

Divide  $1200 \div 300 = 4$ , and  $1600 \div 300 = 5.33$ .

As a result of this example, the maximum usable dimensions for the image are 4 x 5.33". It will print crisp & clear at this size or smaller.



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Digital cameras and Stock photos primarily use the RGB color space. To print on a four-color printing press, all RGB images need to be converted to CMYK.

Here's how to convert your photos to CMYK in Photoshop:

- 1) Go to 'Photoshop' menu to 'Edit' to 'Color Settings'
  - a) click on 'More Options' button
  - b) click on the 'Settings' pull-down menu and choose "Color Management Off" and click 'OK'
  - c) select "Image" from Photoshop menu to "Mode" and then select "CMYK Color" from the list.  
(a check mark will appear next to the words after it has been selected)
  - d) save file (do not save as JPEG)

Avoid Web Images:

Web images are predominately low resolution (72-96 dpi) GIF or JPEG files. This resolution is good for quick transmission over the internet, but is not acceptable for use in printing. Do not save images or graphics from a website to use in your print project!

## *- Basic Guidelines for Scanning -*

### **PHOTOS**

Industry standards recommend that photos be scanned at a resolution of 2 times the amount of the line screen they are to be printed at. For example if the publication was printing at a line screen of 150, then the resolution should be set at 300dpi. We recommend though that all pictures, B&W or Color, be scanned at a resolution of 300dpi when using the image at 100% in your document. This keeps the file size manageable, and allows for slight resizing of photos once they are placed in the InDesign or Illustrator document without losing quality. If the images are extremely reduced or enlarged in your files, the quality and appearance will suffer greatly. We also recommend that photos be scanned to within 1-2% of the size they are to be printed. For example if the original photo is 5"x7" and it is to be placed in a 2" x 3" box, then it should be scanned at approx. 43% (what you want divided by what you have). Convert any B&W pictures to Grayscale. Convert any COLOR pictures to CMYK unless they are Duotones, Tri-tones or Spot channels are required. Duotones, Tri-tones or Spot Channels must have the exact same color names as the native document file. Do not leave extra channels in files. If it is necessary to do a clipping path, it is best to do it in Photoshop and save the file as an EPS. Total ink density in any one area must not exceed 320%.

### **LINEART**

It is best to scan any lineart as a Bitmapped image at a resolution of no lower than 1200dpi. If the resolution is any lower than 600dpi it can result in poor quality when printed.

DO NOT save Photoshop EPS images with JPEG or ASCII encoding. ONLY BINARY



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### **SCALING IMAGES**

Your images need to be 300dpi at THE FINAL DIMENSIONS YOU INTEND TO USE THEM. If you enlarge your image 200% after you bring it into Quark, your resolution is now half, or 150dpi. This resolution is considered low and should not be printed. Also, a low dpi image cannot become a 300dpi image by manually changing the resolution. It MUST be rescanned. Simply increasing the DPI setting in a graphic program does not improve the resolution.

### **DESCREENING SCANS**

When scanning previously printed art, be sure to apply these descreening procedures in Photoshop to prevent moire patterns on press. Avoid use of the 'Descreening Filter' in scanner program.

From Photoshop:

- 1) Gaussian Blur
  - Filter > Blur > Gaussian Blur...
  - Radius: 0.5 pixels
- 2) Dust & Scratches
  - Filter > Noise > Dust & Scratches...
  - Radius: 1.0 pixels
  - Threshold: 1.0 levels
- 3) Unsharp Mask
  - Filter > Sharpen > Unsharp Mask...
  - Amount: 95 percent
  - Radius: 1.0 pixels
  - Threshold: 1.0 levels