

Packaging, POP & Signage

from The Garvey Group



File Preparation Guidelines

Macintosh and PC
Electronic Prepress

File Submission:

- Files can be supplied via recordable media (CD, DVD), external hard drives (FireWire, USB) or FTP. **Note:** *Supplied DVDs and CDs will not be returned unless requested at the beginning of the project.*
- Collect files from application (select the “collect for output” from Quark or “package” from InDesign).

Note:

Contact your Customer Service Representative for access to our FTP site.

Please provide the following:

1. All the application files, fonts and graphics needed to produce the project. Include all embedded and nested graphics (these may be necessary for image manipulation).
2. Hard copy printout of the project; please indicate colors and final size on the printout
3. **Contact name** and **phone number** for after hours questions and/or concerns.

File types and formats:

- All hi-end desktop publishing applications are acceptable. Please discourage the use of Microsoft Publisher, PowerPoint, Word, and Excel for creation of the project (their support for high-end graphics handling is not comprehensive enough to support hi-quality project production)
- Adobe Illustrator: Support up to CS5; Save as .ai or .eps
- Adobe InDesign: Support up to CS5; Save as .indd
- Adobe PhotoShop: Support up to CS5; Save as .psd, .eps, .tiff, **Avoid DCS**
- Quark Xpress: Support up to v8.0; Save as .qxd
- Macromedia FreeHand: Support up to MX; Save as .fh, .eps

Note:

Using the “Collect for Output” from Quark or “Package” from InDesign will collect all the application files, graphics and fonts used in the document.

PDF Settings:

- PDF Exports from Adobe Creative Suite Applications:
- Compatibility set to Acrobat 8 (PDF v1.7), **Avoid PDF v1.3**
- Compression set to ZIP (Lossless)
- Do not downsample below 300 dpi for CT images
- Do not downsample below 1200 dpi for Linework
- No Color Conversion

(see reverse side for more information)

Application Notes:

Page Assembly – Adobe Illustrator, Macromedia FreeHand and Quark Xpress:

- Assemble the project at full size
- Assemble to a Die file when possible
- Keep the Die on a separate layer
- Set the Die color to a Spot Color rather than a process build; set die to overprint.
- Extend all bleeds .25” beyond the die lines.
- Keep all body copy a minimum of .25” from the die lines, (trims and folds)
- Indicate Lead Edge and Side Guide on the die file
- Indicate Label or Top Sheet size
- Avoid nesting and embedding graphics within the document as it complicates image manipulation.
- Avoid over sizing placed graphics as this will compromise the effective resolution of the graphic resulting in a lower quality product.
- Keep all color naming consistent with component projects and placed graphics (Pantone 185 CV in all related documents rather than Pantone 185cvc, PMS185 or LogoRed).
- Delete all unused colors from the color pallet
- Avoid setting White objects to Overprint (this will result in a missing object)
- Avoid setting traps in the page layout application

Image Manipulation – Adobe PhotoShop

- Provide all files in CMYK or CMYK + Spot Channel colorspace (RGB and Lab colorspace require conversion to CMYK. If sending RGB or Lab, please send a copy of the attached profile to insure accurate colorspace conversion)
- Create image graphics at 100% of size used in page layout application
- Create image graphics at 300 dpi for best quality reproductions
- Create all clipping paths with Path tool rather than Magic Wand
- If file is created with vector masks or vector type, save file as .psd to allow image editing (include copies of fonts used)
- Naming of Spot Channels must be consistent with color pallets used in page layout application
- Do not save file with Transfer Functions or Screening applied