

Packaging, POP & Signage

from The Garvey Group

Submission File Specifications Sheet

The following guidelines will be helpful as you prepare electronic files for submission to The Garvey Group for production. Our pre-press department works exclusively in a Macintosh environment. Additional considerations are applicable when preparing digital files for us on a Windows platform.

General Check List

- Build pages to trim size and extend bleed 0.25" beyond page/die edge.
- All elements must be placed at 100% of size.
- Do not apply style attributes to basic fonts.
- Include all fonts, images, scans, logos/artwork.
- Do not nest EPS files in other EPS files.
- Adobe Photoshop EPS and Photoshop DCS EPS files with vector data should also have the native .psd file included.
- On 4/C work, Pantone colors must be in CMYK mode.
- Font information should include manufacturer, font name and version.
- Solid black knock-outs require a minimum percentage of CMY, we recommend .40C, .30M, .30Y or background image will show through.
- Supply hard copy proofs that match each supplied digital file.
- Proofs must be at 100% of size or labeled with percentage.
- DO NOT USE ANY PROGRAM'S "CREATE PDF" FEATURE, AS IT DOES NOT CREATE PRINT-READY PDFS THAT CAN BE SENT TO PLATE.

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General Guidelines:

Fonts. When sending program files, please provide screen and printer fonts. Also remember to include fonts used in EPS files that are placed in your document. Whenever the application permits, as in Adobe Illustrator, convert type to curves. (Please send native file without outlined text for reference and any needed future changes.)

If fonts are not included, we will substitute the closest match and line breaks may change. Please send only the fonts that are used in your project. Windows-based TrueType or Postscript fonts will be replaced with closest Macintosh-based fonts. It is mandatory to provide a PDF file, with fonts embedded, in instances where Windows-based fonts are used.

Graphics. Images should be scanned at 300 dpi resolution and saved in CMYK or Grayscale as a TIFF or EPS format without embedded profiles. Graphics in EPS format are also acceptable. Digital camera photos or graphics taken from an Internet Web page should also be formatted to these same specifications prior to placement in your document.

Proofing. A hard copy proof at 100% (percentage must be labeled if not 100%) must be provided for each digital file. The proof should indicate the proofing product or system used, pre-press supplier contacts, and information showing conformance to the manufacturer's Application Data Sheet.

Program Formats

- Quark XPress (.qxd)
- document size limited to 48" x 48"
- Adobe Illustrator (.ai)
- Adobe Photoshop (.psd)
- Adobe Acrobat (.pdf)
- Adobe InDesign (.indd)

Media Formats

- CD-ROM
- DVD
- E-mail
- max email attachment 5MB
- Uploads to The Garvey Group FTP
(Speak with your Sales Representative for FTP instructions and passwords.)
- compression formats .zip .dmg .sitx

Required Label Information

- Agency Name (if applicable)
- Contact Name and Phone Number
- Ad Name and Number
- Vendor Contact
- Return Address

By following the specifications outlined in this document, you can minimize the chances that there will be problems with your project that affect its final output or schedule.

If you have any questions, need more information or have special file specification needs, please contact your Sales Representative.