



## Guidelines for Computer Generated Art

### Software

(Applications) Adobe Illustrator CS2, Adobe Photoshop CS2, QuarkXpress 6.1. We are Macintosh based and prefer Macintosh files. Indesign files **must** be saved as Illustrator or PDF files. PC files are acceptable if done and saved in PC programs that have Mac equivalents (ie: Quark, Illustrator, etc.). Corel Draw files must be exported to an **Illustrator EPS** format, with all linked tiff and eps files provided as separate files. We cannot accept any word processing file formats (i.e. Word, WordPerfect, ClarisWorks, etc). Please call for specific details on how these files can be presented in a suitable fashion.

### Artwork

Artwork size should always be at 100%, with correct ink colors. **All linked images must be included as separate files** and should always be 100%, rotated, distorted, etc. before being placed into final layout. Colors should be in CMYK or Pantone Matching System (PMS) colors to insure color accuracy. (Do not use: Forest, Sky Blue, Orange, etc.). Only send those files necessary for printing ordered items.

### Scanned

#### Images

If you have scanned images include them in your folder; saved as EPS, TIFF, or PSD which can be opened in Adobe Photoshop. All scans should be in CMYK. Do not use RGB (please convert all RGB images to CMYK). Do not scan preprinted images due to Moiré pattern that occurs. Call for more information regarding how to present scanned artwork.

### Gradations

#### (Vinets)

When incorporating radial blends or linear gradients, to avoid hard-lining, **do not terminate to white or 0%**. Gradients should blend to no less than 1%. Try to design gradations so they end at a line, object, bleed off a die line or where another color begins.

### Fonts/Text

**Always include both screen and printer fonts being used.** If fonts are changed to outlines or curves please include both screen and printer font, for any future changes to text. Do not use fonts such as Chicago, Geneva, Monaco and New York, for these are system fonts and do not have a corresponding printer font. Also, avoid using any True Type fonts. Text must be at a minimum of 4 pt (6 pt if reversed out). Please check spelling, we cannot spell check text.

### Trapping

We will determine if trapping is necessary and, if so, will apply it to the specific press specifications for your individual job.

### Bar Codes

Bar width reduction should be .003 inch. Please do not provide bar codes on film. It is far better and more accurate if only the complete numbers or a digital file is provided. Proofs will then be made for your approval.

### Customer Supplied

#### Proofs

Provide paper proofs at 100% (Composite and Color separations). On proofs, please provide die line, size and color or PMS identification (swatches). For proof files sent electronically, please provide a PDF file.

### File Submission Methods

#### (Media)

Files may be submitted electronically, via our FTP site, your FTP site or via e-mail (ZIPped or Stuffed attachment less than 10mb). With all electronic methods, please send an e-mail alerting us to the fact that art has been sent/uploaded, provide us with the name of art files sent/uploaded and provide all information necessary to access those files (if on customer FTP site, all directories, passwords, etc.). You may also forward art via CD, DVD, Zip 100mb, or SuperDisk. Contact us for specific details on how to use our FTP site.