



The following is a guide to preparing your files for digital and offset printing.

## Software Applications

There are many applications available to build graphics and documents. The following is a list of the most popular applications and our recommended applications.

### **Recommended Applications:**

*QuarkXPress or Adobe PageMaker*- Layout images, illustration and text

*Adobe Illustrator*- Create illustrations and logos

*Adobe Photoshop*- Edit and manipulate photographs and images

### **Other Applications:**

The following applications are used for electronic printing but are not recommended for offset printing. They are extremely limited in their ability to produce film separations needed for offset printing.

*Microsoft Publisher*- Best used for layout of images, illustrations and text for proposals or one-color employee newsletters. Not recommended for offset printing. Older versions of Microsoft Publisher cannot print separations for four-color process printing and must be recreated in a graphics application such as QuarkXPress. Please consult with one of our designers before preparing files in Microsoft Publisher. If you are unfamiliar with the color issues and capabilities of this application, you may want to have one of our design professionals prepare your document for you.

*Microsoft Word, Corel's Word Perfect\**- Create and edit internal documents. Not recommended for offset printing. They cannot create the color separations needed for printing a multi-colored job on an offset press. Multiple colored jobs created in these programs will have to be redone in a graphics application such as QuarkXPress.

*Microsoft PowerPoint\**- Build presentations. Not recommended for offset printing. They cannot create the color separations needed for printing a multi-colored job on an offset press. Multiple colored jobs created in these programs will have to be redone in a graphics application such as QuarkXPress.

\*Microsoft Office products (Excel, Word and PowerPoint) as well as Claris Works, Corel Word Perfect and other spreadsheet, presentation and word processing applications cannot be color separated or output for offset printing. The colors you see on screen cannot be reproduced properly with offset ink and your document will need to be re-created and re-colored in one of the above layout applications. Image files, known as "clip art" often times need to be re-colored or manipulated in order to

prepare for offset printing. To ensure proper reproduction of your job, please include a PDF file along with your document.

## Preparing Files

There are a few basic steps to follow when preparing your electronic files. Some programs have specific tools to make this process easier.

- Set up file to final output size
- If final output is a multi-page brochure or booklet, set up for printer spreads
- Pull out any bleeds 1/4"
- Verify colors: if a spot color job, record spot colors and make sure the color name matches across all programs, if a process color job, convert all spot colors to process color
- Include all placed graphics
- Include all fonts including printer and screen fonts
- Print a composite and separations to verify that the colors are separating correctly
- Print and provide a directory of files on disk
- Indicate if files need to be trapped

### **Many of the software programs contain utilities to assist you when preparing your files.**

*Adobe PageMaker 6.5-* The Save for Service Provider plug-in collects all of the associated pieces of your document and places them into one folder. Make sure all fonts used are installed and graphics are linked before using this feature.

*QuarkXPress 3 and 4-* The Collect for Output feature collects the Quark document and the link graphics into one folder. This utility does not collect fonts; this must be done separately. Make sure all the graphics are linked and have an 'ok' status before Collecting for Output. The Usage utility summarizes the fonts used to make it easier for your collection.

*Adobe Illustrator 7 and 8-*

Typically Illustrator is used to create art files that are then linked to a page layout program such as QuarkXPress or Adobe PageMaker. You can use Illustrator as your layout program, but it does not have a collection utility. It does have a font and graphic reporting process to help you gather the associated pieces. Make sure you always link graphics into Illustrator and not embed them. There are file checker/collection applications available to ensure proper file preparation for service providers.

## Acrobat PDF Files

The Adobe Acrobat Portable Document Format, commonly known as PDF, is an alternate way of providing your artwork to IBG.

Advantages- PDF files are self-sufficient documents. The fonts and graphics and page elements are embedded into the PDF file. We can use your PDF files even if we don't have the application you used to create it.

Disadvantages- You must purchase the full version of Adobe Acrobat to create PDF files. We cannot make any last minute changes to the file. PDF files cannot output color separations needed for printing a multi-colored job on an offset press.

When preparing a PDF, the default dpi (dots per inch) is 72. Please prepare your files at a higher resolution. We recommend 600 dpi, PressOptimized setting and fonts embedded. These settings need to be changed in all applicable places including the distiller. Please refer to the Acrobat documentation (available at [www.adobe.com](http://www.adobe.com)) for more information on preparing your files). Please include your Photoshop files with the PDF file for best offset printing.

## Removable Media

Please save your documents, graphics and fonts onto a Zip Disk, CD-ROM or Floppy Disk.

## Documentation

Please provide the following documentation when submitting your job for printing:

- A directory of files on disk
- Composite printout, color if possible
- Color separations, color or black and white
- Include a trimmed and folded mockup if more than one page
- Indicate color to be used, spot color or process color
- Indicate if the file needs to be trapped
- Indicate any special instructions

Please call your account executive at 510-786-0600 for additional questions regarding supplying your electronic files for printing.