

We recommend the following steps be taken to avoid excess alterations and delays in your production cycle.

GUIDELINES FOR 4-COLOR JOBS

1. Please convert all spot colors to process. Usually this can be done by double clicking on the color, then toggle from spot to process in the dialogue box. You may need to scroll down a list of choices (Pantone Uncoated, etc.) and choose process or CMYK. If given the option of naming the color its process equivalent, please do.
2. Please convert all photos to CMYK. photos from a digital camera are always in RGB mode. Please make sure photos are at least 300 dpi.
3. Please do not embed any artwork. This interferes with the preflighting, as we have no way of checking the color or resolution. Often these photos come out jagged and low-res.
4. Please pull a 1/8" (.125") bleed on all items that bleed off the page.
5. Do not use the style menu to change text attributes (ie: I to italicize text or B to bold text.) Please use the actual Italic or Bold version of the font. Our postscript printers can't always recognize a "faux" italic or bold.
6. Avoid altering images after placement. Size, crop or rotate live images in their original application before placing them in layout. Please UPDATE all links before final save.
7. Please use Collect for output (Quark XPress) or Save for Service Provider (Page-maker) or Package (InDesign) to collect your layout, links, and fonts to send to us. Please send only this collected folder with your order. Extraneous files can be confusing, and the collecting you do will alert you to any links or fonts that are missing.
8. Always supply us a printed version of your file. Using the final version of your layout, output single page composites for our reference. Output at 100% so that they can be used to check each page for content. Carefully review all printouts you are providing to us prior to sending in your files. If you make any changes, print another and check it thoroughly. Sometimes just adding a comma to your text will cause reflow which could result in your text running off the page. You will save time and money catching errors before your final files are imposed and proofed.

SENDING PDF FILES FOR OUTPUT?

1. Follow instructions above.
2. Always embed all fonts.
3. Do remember to pull bleed and create the pdf oversized in order for bleed to show. Always utilize the application crop marks when outputting final PDF files. These marks allow us to automate the positioning of your provided PDF pages based on how you have created them in your native application file.
4. There can be no spot colors or RGB images used, or output color will not be reliable.
5. Resolution should be 2540, line screen 175.

If you have any questions, please feel free to contact our graphics department.

Design Considerations

Color:

--Fewer than 60% of the Pantone colors can be reasonably matched using process colors. We recommend using the Pantone Process swatch book to determine whether an acceptable match is achievable or not.

Reverse images:

--Avoid reverse type from screens less than 70% for greater legibility.
--Avoid reversing thin type, serif type, less than 8 pt type or rules less than 1 pt.

Borders, screentints, etc.:

--Large black solids will look richer if a 40% cyan screen is combined with the black solid.
--Avoid thin rules, borders, and images that require precise alignment between facing pages and along trim edges.
--Avoid thin rules of 1/2 point or less which must border a different color.
--Avoid borders that go around pages to minimize the impact of ghosting.

Acceptable File Submission

Disks	Zip 100 CD DVD Portable USB Drive
Email	print@curryprinting.biz .zip or .sit files under 4 mb
Upload	www.curryprinting.biz



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