



DESIGNER'S DIGITAL FILE PREPARATION GUIDE

At Olympic Printers, we believe that good communication results in a faster, more predictable production workflow. In order to help clients produce reliable files and avoid production delays, we have created this file preparation guide outlining our file requirements. Please read this guide over before you start file preparations. If you have any questions about this information, please contact your customer service representative or our art department and they will be happy to help.

ACCEPTED PLATFORMS OR OPERATING SYSTEMS

80% of our work comes in created on Macintosh and much of the prepress work done here is on Macs. To expedite processing jobs created on a PC we recommend providing us with high-res PDFs** and a printout of the final work.

***Check your PDFs carefully.*

ACCEPTED FILE FORMATS

Working Files

- Press Quality PDFs - *Preferred*
- Adobe InDesign CS3 - *or earlier* - *Preferred*, CS4 *inx* files
- Adobe Photoshop CS3 - *or earlier*
- Adobe Illustrator CS3 - *or earlier*

PDF Files

Adobe's Portable Document Format is a universal file format which we accept from any platform or operating system as long as the file conforms to our specifications. Export PDF files using the "Press" or "High Quality/High resolution" settings.

We can also work with

- Microsoft Word — We can usually convert Word files.
- Publisher Files — Print the Publisher file. Then resave a copy of your file as a Word document for us.
- Quark 6.0 or earlier — We can usually convert, though some adjustments will need to be made. Please provide a printout.
- Pagemaker Files — We can usually convert, though some adjustments will need to be made. Please provide a printout.

**Please supply a hi-res PDF and a printout of the final work.*

FILE NAMING

Your file name is an easy and efficient means of communicating some key information to our prepress department before the files are even opened. A good file name can help you to avoid many production problems further down the line.

- The name of your file, or files, should clearly indicate to which job the files belong (e.g. author's name, title, subject or keyword) and in which order they are meant to be placed. (e.g. "Book_I-xxi.pdf, Book_1-50.pdf, Book_51-100.pdf")
- Do not use any spaces, accented characters, forward or backward slashes, pipe, column, punctuation marks or non-alphanumeric character such as "#", "&" "•" and "™" in your file name with the exception of a dash "-".
- Use only one period in the file name, just before the file extension. ALWAYS USE PROPER FILE EXTENSIONS.

FONTS

- Send us all the fonts used in your document.
- Collect the fonts from the same computer used to create your document. Often fonts from other sources with the same name have slight variations that can cause re-flow of your text.
- Do not modify your font using the style palette (e.g. bold, italics, etc.). Choose the font style from the font selection menu to be certain you have the font style loaded on your system, otherwise the application will attempt to modify your font artificially with unexpected results. If bold or italic fonts were used, make sure the fonts were chosen from the actual font menu and not created from the text tools style option.
- Don't forget to send fonts used with EPS files and logos, or convert type to outlines.

RESOLUTION

Use the following information to guide you in scanning or creating your grayscale or color images. Please keep in mind that re-sizing images in a page layout application affects the image's resolution proportionately. In addition, the "re-sizing" capabilities of application such as Quark and

even Photoshop are extremely limited and should not be relied upon to produce good quality images. Therefore, it is important to know the final image size required in the layout prior to scanning. If you do not know the final size, scan the image to the maximum possible size (a minimum of 300 dpi), and when the size is known, keep images between 300 and 450 dpi.

LINE ART

Line art (or Bitmap files) should be scanned at a minimum of 600 dpi. Bitmap files can be output at extremely high resolutions, while grayscale or color images containing excess resolution are down-sampled to 300 dpi. This can happen in Acrobat Distiller, when creating PDF's or it can happen automatically at the printer's RIP.

300 dpi is an acceptable resolution for most grayscale and color files. If, however, your images contain a strong line-art or solid black component you will need more resolution in order to ensure the smoothness of the lines.

COLOR

Color graphics, images and links should be supplied in CMYK color space. RGB is used for display devices such as monitors and televisions, and is not printable. Please convert your RGB files to CMYK before submitting your files, or making PDFs.

Delete all unused spot colors. Convert spot colors not used as separate inks to CMYK. When using spot colors be sure to use the same 'type' of spot color consistently in linked graphics and layout programs. (e.g. PMS 3265 CV or 3265 U, but not both.)

Grayscale files should contain only shades of black(k). If printing in grayscale be sure to convert all graphics, type and images to grayscale before submitting your files or making PDFs. Adjust curves to 3% & 97% black, no 100% or 0% black. It will look blotchy if you do not adjust the curves.

Be very careful to check that the application definition of 'black' is set to 100k and not a CMYK mix. (Illustrator) When text is set to a "rich" black, it will look black on screen and by some proofing methods. When printed as a 2 color separation with one color as a separate swatch and the other as a "rich" black, the "rich" black will separate out as a screened black (gray halftone).

BLEED AND MARGINS

Due to the normal variations in printing and binding, elements that touch the edge of the page must extend a minimum of 1/8" beyond the edge of the page in order to avoid a visible white margin along the trimmed edges.

Images and text that do not touch the edge of the page (bleed) must be placed no closer than 1/8" from the trimmed edge or binding edge of the page. Elements placed within this margin risk being cut off or having their position appear changed due to slight variations in printing and/or trimming.

TYPE ISSUES

Due to the limits of the print process, extremely small type can plug up, or lose fine detail. Type should be no smaller than 6pt, including footnote, fractions and copyright page information.

When white type is placed on a solid background, the type is "knocked out" from the background, leaving a space within the background containing no ink. When ink is absorbed by paper, it has a tendency to spread, a phenomenon known as dotgain. As a result, the fine details on the knocked out type can become plugged up, changing the look of the type. This is especially noticeable with small type.

When solid or white type is placed on a screened background the halftone dots that make up the screen can cause the edges of the type to appear jagged and difficult to read.

Screened type with fine serifs or at small point sizes can be difficult to read. When reversing type, screening type, or placing type on a screened background, be sure the text is at least 9 pts., use a sans serif typeface. When printing solid type on a screened background, be sure the background is no darker than 30% to add contrast and provide legibility.

REGISTRATION

When working with fine color type or detailed colored graphics, remember that unless you are using a spot ink color, the details of the graphic or text will be composed of a combination of two or more of the process inks (CMYK). Any slight shifts in registration on the press will be especially apparent in this fine detail, and will make type difficult to read.

OVERPRINTING AND TRAPPING

In general, Olympic Printers will handle the trapping. Overprint settings, however can still be modified by the designer to create desired effects such as rich blacks. We will assume that all overprint settings are intentional and will not alter any overprints until requested.

PAGE LAYOUT

If your project contains more than one page, you should create it in a page layout program such as InDesign.

Your document size, as set up in the page layout program, should be the exact size of the final trimmed product with NO cropmarks. Be sure to include bleeds where necessary.

If you are supplying a PDF for a project that has bleeds, the bleeds must also be included in the page size. For example: a 8.5" x 11" project with bleeds must be centered on a 8.75" x 11.25" PDF document size.

SUBMITTING FILES

Be sure to send only the last version of your electronic files. Your electronic files should be accompanied by an up-to-date soft PDF proof and/or hard copy for us to match your file to. Please include a minimum of 1/8" bleed around your document if necessary, include cropmarks.

Be sure to follow the file naming conventions mentioned above. Provide copies of ALL used files and links. Include all 'embedded' images. Include files linked or embedded into linked files. Send all screen and printer fonts used in the layout, including fonts used in linked and imported files. Be sure to include both printer and screen fonts for Postscript Type 1 fonts. Remove all unused text and graphics on the pasteboard and outside the document image area. Delete all unused spot colors.

Files can be supplied in several ways, but in any case inform your sales representative of the name, date and method of transfer. You can either burn a CD or load to a USB drive with the necessary files or send them as an email attachment to art@olympicprinters.com. If your files are larger than 10 megs, they will not email. For anything over 10 megs use www.yousendit.com, a free ftp service. They will send us a notification that your file has been uploaded.

For more information about submitting files, see the Olympic Printers Designer Checklist and/or Olympic Printers Digital Guidelines.

FINAL NOTE

If you have ANY questions please feel free to contact the Art Department at Olympic Printers and they will be happy to help.

CONTACT INFORMATION

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