



**Corporate Headquarters**

3210 Innovative Way Mesquite, Texas 75149-2712 1-972-289-0705 1-800-933-9511 1-972-285-4881 fax www.integracolor.com

## *File and PDF specifications to help expedite your product*

### **GENERAL FILE PREPARATION:**

- 1. Document size:** set QuarkXpress or InDesign document paper height and width to actual final trim size or die perimeter. Pull bleeds out .125". Allow .25" bleed on pieces that require mounting or lamination or are to print silkscreen. Documents that will print on a web press should allow for a minimum .1875" text to trim clearance; sheetfed jobs need .125" clearance. All other printing minimum .125".
- 2. Assemble all elements in a page layout application i.e. Quark or InDesign.** (This may require placing Illustrator and/or PhotoShop files). Do not store DCS2 images in Illustrator or Freehand.
- 3. When building books that will be perfect bound, do not create as "facing pages".** Unlike books that are saddle stitched, perfect bound books should be built as consecutive single pages in Quark or InDesign and bleeds should be extended on all four sides.
- 4. Scanned images should be cmyk 300 dpi (high res) and should not be placed at a magnification greater than 150%.** It is best to scan to actual size. Do not embed ICC color profiles, JPEG Encoding, Halftone Information, Transfer Functions, Postscript Color Management, or Image Interpolation.
- 5. Art built using transparency.** We recommend that the artist flatten all elements and carefully review the results before releasing final art. Include the layered, unflattened build-ups on the transfer disk for our use if alterations are required.
- 6. For illustrator or freehand files with multiple versions built as a single layered art file to guarantee consistency of design, please export each version separately as a final document.** Exclude all layers that do not pertain to that version. Include and identify original layered build-ups on the transfer disk. Do not send extraneous files that are not current with final versions.
- 7. All elements within a version, including opaque whites, spot UV, dielines, etc., should be assembled in register on a single page.**
- 8. Avoid opening and resaving low res images provided by IntegraColor.** When working with low res images do not rename files or open in PhotoShop to flop, rotate, adjust color, or apply clipping paths. If needed, please request the high res image to make these adjustments.
- 9. Avoid using system fonts, dfonts and font attributes.** Use the actual font in the "Font" menu.
- 10. Avoid using yellow in rich black screen mixes.** The most commonly used rich black recipe for our offset printing presses is 40% cyan, 40% magenta and 100% black. Rich blacks are not required on plastic substrates or in screen printing.
- 11. Do not use RGB, LAB and JPEG images; all images should be cmyk tiff, psd or eps format.**

12. Convert all spot colors to cmyk if job is to print 4/color process. Delete extraneous colors.
13. **Die preparation:** Dies should be built as a 100% spot color (called “die”), set to overprint, with a .288 pt stroke weight (no contoured lines or fills). Provide as editable vectored art (i.e. Illustrator eps). Assemble the die on the topmost layer in the layout application.  
Our diemakers cannot work from die files that have filled contoured lines as opposed to a single knife strike or rule. In Illustrator, the Export and Transparency Flattener Setting should be set to High Resolution.
14. When working in Illustrator or Freehand, be sure you are NOT working in RGB color mode for print jobs.
15. IntegraColor will be responsible for all trapping. Please advise representative if art is intentionally built with overprints for special effect. Make sure all white elements (reversing to stock) are set to knock out.
16. Check spelling on all files before releasing.
17. **File naming:** Use only alpha (a, b, c, etc.) and numeric (1, 2, 3, etc.) characters, periods and the underbar (shift-) in file names. (No punctuation, commas, spaces, slashes, bullets or characters from the top row of your keyboard). Avoid excessively long filenames (limit to 31 characters, including the extension). Do not use duplicate filenames for similar art, even if they are separated into different folders.
18. Provide separated lasers. We highly recommend that artists run and review separated lasers of the final file. Catching separation errors at this stage will save time and extra charges.
19. Perform a “collect for output”. Re-link support files to collected document. Include all creator files and fonts.
20. Remove extraneous versions or files from the transfer disk or file upload that do not pertain to the job being output.

#### ADDITIONAL SPECS FOR FLEXOGRAPHIC PRINTING

1. Fine details (such as rules) in photoshop images require a six pixel minimum width.
2. Vectored rules (i.e. Illustrator, Quark) require a minimal .5pt for color, 1pt for reverse white situations.
3. When multiple opaque whites are required, the first white should pinch 1pt from its corresponding element, the 2nd white 2pts.
4. Avoid stroking serif fonts to prevent plugging. For designs requiring stroked fonts, set the text in illustrator as two layers, putting the stroked text on the bottom layer, and a copy of the same text with no stroke on top.
5. 4c process text should be comprised of no more than 3 colors (c, m, y, k). If the design allows, solids or spots are ideal.
6. Shadows and drop shadows should be one color, typically black.
7. For maximum legibility, text should be built no smaller than 8 pt for serif fonts, 6 pt if sans serif.
8. Trademarks (™), Register Marks (®) and Copyright symbols (©) should print in a single solid color.

## ADDITIONAL SPECS FOR SCREEN PRINTING

1. If the finished printed piece is under 48", the Quark™ document should be built at half size. If the finished printed piece is over 48", Quark™ should be built at quarter size.
2. Bleed allowance should be .25" at final print size.
3. Avoid using yellow, cyan or magenta in black solid areas. *Silkscreen inks are opaque and do not require rich blacks.*
4. Print quality in shadows and gray areas is best when built with black only
5. Reverse text should be a minimal 10pt

*We encourage customers to create "plug and play" high res PDFs, however, we recommend including all creator files for file manipulation if required or requested. (We do not accept PDFs for jobs printing Flexographic or Silkscreen.)*

*If you choose to provide PDF's, please see recommendations as listed.*

## PDF PREPARATION:

### Creating PDFs:

1. **Print to a postscript file from the layout application, then distill to a high res PDF.** Avoid exporting PDFs directly from InDesign or Quark.
2. **File size:** set document paper height and width to actual Quark or InDesign trim size plus 1", include registration, with bleed set .125" (.25" if job mounts or laminates.) Set the offset for the marks to an amount greater than the bleed (i.e. .25")
3. **Separations OFF** unless you have used spot colorized tiffs or DCS2 images, then please advise.
4. **Quark Print Options:** In the postscript tab, choose Embed All fonts, Postscript Level 3, Binary.

### Distiller Job options:

Use *Press Quality* default settings with the following differences:

1. Acrobat 4 compatible
2. Optimize for Fast Web View OFF
3. Downsampling – set to None
4. Embed all fonts, but do not subset
5. Set color and bitmap image compression to Zip/8bit
6. Leave color unchanged
7. In the Advanced tab, ensure that Preserve OPI Comments is OFF

*We recommend that you run a Preflight Report to check for errors.*

## TRANSFERRING ELECTRONIC FILES AND MATERIALS TO INTEGRACOLOR:

Disks should be mailed to:

IntegraColor  
3210 Innovative Way  
Mesquite, Texas 75149-2712  
Attn: (Your Sales or Customer Service Representative)

E-mail:

*For attachments that are less than 3MB in size, the prepress email address is:*

**preflight@integracolor.com**

*Please stuff or zip attachments and be specific as to what the art pertains to.*

Web Application:

*For frequent users, we have developed a file upload page that can be accessed through InternetExplorer, Netscape or Safari. This is our preferred method for electronic file transfers.*

**<http://files.integracolor.com>**

*To obtain a login, contact your IntegraColor sales representative, then access the web page shown above. Enter thru the link to request a user login, fill out the form and submit. Please fill in all fields. You will receive your unique login information by return email.*

*Users log in with their unique UserName and Password to upload and retrieve files. The appropriate parties will be emailed according to the information provided in the user's profile.*

File transfer by FTP:

*Please contact your sales representative with requests to setup a secure FTP login for your company.*

*Please name your stuffed archive with your company name or drop it into an identifying folder (i.e. From\_YourCompany). Always follow with an email to **preflight@integracolor.com** alerting prepress that your art has been posted to our FTP site, what the filename(s) is and who your IntegraColor Sales Rep/Customer Service Rep is.*

*For assistance with any of these methods, you can contact our prepress department at  
972-289-0705 xt 1342*