

Cartamundi USA Digital File Preparation

FONTS

- Include screen and printer fonts, as well as fonts embedded in EPS graphics.
- Avoid sending fonts not used in your files. Including unnecessary fonts may cause conflicts.
- A font may come up as missing, prompting us to search and find that it is only being used in a space or paragraph mark, or an unused style sheet. Either provide the font to us, or set those unused or hidden characters to another font.
- Select actual fonts from the Font menu instead of using the application's Style menu (for bold, italic, etc.). If you must stylize a font, create the style in a utility such as Fontographer, or create effects in a vector art application (e.g., Illustrator).

COLORS

- For 4/C jobs, convert spot colors to CMYK. For jobs printing in Spot Colors, pick your colors from the appropriate PANTONE color library, using the same definition for the same color wherever it is used. A common example of mismatched names is: "CVU" vs. "CVC" vs "CV".
- Different applications may have different lookup tables when converting spots to process. If something is to print 4/C it should be converted to 4/C in its earliest stages. Be especially careful when there are several imported items in your page layout file with the same spot color name, but set to different CMYK equivalents.
- Contrary to some other workflows, we prefer that you set the background fill color of photo windows to None rather than White or 0% Black. This will ensure proper trapping.
- Add undercolor to solid black bars or graphics for dense ink coverage (40c/30m/30y/100k instead of 100c/100m/100y/100k or other such combinations). On a reverse note: remove CMY undercolor from small black areas.
- Delete unused spot colors from your palette.

LINKED IMAGES

- Submit images in TIFF or EPS file formats.
- Avoid using LZW compression.
- Submit your images to us in the correct color space. Do not submit images in RGB, Indexed Color, or Lab Color.
- When putting an image or graphic into a different application, avoid doing a "copy-and-paste" to drop it in. Instead, import or place the graphic using your page layout application's importing features.
- FPO's (For Position Only images) should be identified either in the name of the link, or on the hardcopy, or as a note placed in the file (either on the image itself, or on the pasteboard).
- For optimum image quality, the recommended final resolution for images is 300dpi, imported at (or close to) 100%. For example, if a 300dpi image is imported at 50%, the resolution gets increased to 600dpi, then gets interpolated it back down to 300dpi, which may affect the quality of the image. The same applies to an image at 300dpi placed at 150% – the resolution gets bumped down to 200dpi, then has to interpolate it back up to 300dpi.
- To change the "holes" in something like a logo to match the background color placed in the page layout program, the best way to handle this is to create a compound path in the vector art application (e.g., Illustrator) so that there is a transparent "donut hole" cut out.
- When supplying high-res images with backgrounds dropped to white, don't discard your paths or selections, save it with the Photoshop file. This can be used to create varnish masks or clipping paths if needed.
- We suggest you submit the original layered Photoshop file (if one was made) to be able to perform complex corrections.

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TRAP

- By default our workflow will autotrap files @.003". If submitting files already trapped please trap @.003" with keepaway around knockout text in 4/C black areas.
- When submitting files that have colors and white ink for opacity on clear plastic, build white elements on separate layers (Adobe Photoshop and Illustrator preferred) and Cartamundi USA will assign the appropriate trap values. For foil board files with white ink undercolor, pullback white ink @.003".

CREATING PDFs

1. Set document size to actual trim size
2. Use Postscript Type 1 fonts if possible.
3. Avoid TrueType fonts. (Can only be embedded from Adobe programs)
4. Do not use "hairlines". (use min. weight of 0.25pt or 0.003")
5. Crop images in an image editor. (Speeds productivity; less image to "include" when saving pages as postscript)
6. Delete unnecessary elements.
7. Set correct page size when saving pages as Postscript for Distiller. Trim area plus bleed area – in order to use bleed in a PDF file, you need to save the PostScript file with bleed before distilling.
8. Allow 1/8" bleed all the way around the finished trim size.
9. Configure Distiller correctly. (Acquire a "Job Options" file from Cartamundi USA and move to the "Settings" folder of Distiller.)

FILE TRANSMISSION

- Include latest hardcopy or PDF file, preferably actual size and in color. Note color breaks and any special instructions on them.
- If you later provide revised files to us, a revised hardcopy is also preferred.
- Remove all extraneous versions or files that do not pertain to the job being output.
- Avoid submitting different links named the same (but with different modified dates). Each link should be named uniquely.
- Avoid submitting duplicate files.
- Specify which versions of the applications you are using to ensure that we do your work in the correct version.
- Avoid using special characters in filenames (e.g., #@%).
- Use a maximum of 28 characters in filenames. Our file server cannot accept files with longer than 28 characters in the filename. The names get truncated and links are lost.
- Back up your files and send us a copy; don't send your originals. It's a good idea to label your disk(s) with your name and contact information.
- Email files that are less than 5mb.
- FTP files to ftp.cartamundiusa.com (see Sales department for login information).

If you have any questions about the digital preparation of your files, please don't hesitate to ask!

