

Guide for Sending Digital Files

with Tips and Techniques

The Brandt Co.

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The Brandt Co. Digital File Checklist



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Sales Representative _____ Customer Service Representative _____

In order to better serve our clients we are providing this checklist for your use. This checklist when completed and submitted with your digital artwork will enable our "Preflight" specialist to quickly examine your artwork for items which might delay production of your project or cause you to incur additional charges.

1. On which platform was this document created? Macintosh IBM Compatible (PC)
2. Disk Information: # of disks _____ Type of disk and size (ie. Zip, CD, DVD) _____
3. Printed colors Process Color Spot (PMS) Colors Black Only

If spot colors or colors in addition to process color are required please list all PMS colors:

4. What software packages were used to create the document(s)? (Check all that apply)
 QuarkXpress v. _____ Adobe Photoshop v. _____ Adobe Illustrator v. _____ *CorelDraw v. _____
 Adobe PageMaker v. _____ Adobe Acrobat v. _____ Adobe InDesign v. _____ Freehand v. _____
 †MS Word v. _____ †MS Publisher v. _____ †MS Access v. _____ †MS Excel v. _____
 Other(s) _____

† The Brandt Company cannot predict the integrity of Microsoft files unless you include a hard copy of the latest version of your file.

* If you have used CorelDraw, have you exported the file as an Adobe Illustrator file with all type saved as curves?

Yes No This is required for proper output to the imagesetter.

5. Did you include on your disk(s) a copy of all graphics utilized in the layout? Yes No
6. In what formats are the graphics saved? EPS TIFF PICT JPEG
 Illustrator Photoshop GIF Other _____
7. If process work, are all images saved in CMYK? Yes No
8. What is the resolution of your raster images (not scaled within an application[‡]) _____ DPI [300 DPI preferred]
[‡] Images that are scaled larger within an application will print with a lower resolution than the original graphic (i.e. A Photoshop EPS that is originally 300 DPI, placed in Quark and blown-up 200% will now print at 150 DPI.)
9. If you require scanning by The Brandt Company prior to final output, please indicate:
Final size for printing Yes No Cropping Yes No Special Effects Yes No
10. Please indicate which fonts have been used in your document(s): _____

Have you included on your disk(s) all fonts used? Yes No Kind of fonts? Type1 TrueType

Please remember to properly print your project, you must include both screen and printer fonts (also known as bitmap and outline fonts) for Type1 fonts.

11. Would you like us to archive this digital information for later use? Yes No

If after Preflight review, it is found there is a problem with the digital information supplied to The Brandt Company, we will immediately contact the undersigned person to discuss the situation. We will offer to correct any problem and will provide an estimate of the cost to perform this service. We will also offer to return the artwork to you for correction.

Company Name: _____ Contact: _____

Phone: _____ Fax: _____

This brochure is an informative tool for you, our customer, to use to help you save time, money and create a smooth running project.

Preflight

When The Brandt Company receives a file, the first step in our process is to do a preflight. We are checking to see if all graphics, fonts, etc. that are needed are included. The file then goes to one of the following two places:

1. If the file appears to be OK after doing the preflight, the file is copied onto our system and the file name is added. It is labeled with a Brandt Company job number. There is no charge for preflight if your files run straight to proof.
2. If during the preflight, it is determined that the files need intervention, your Sales Representative or CSR will be notified and you will then be informed of the intervention needed and the cost to make the changes. You will be charged \$60 per hour or \$15 minimum for the preflight if your files require CSR involvement. You may select to have The Brandt Company make the changes at the cost quoted by the CSR, or you may choose to make the changes yourself. This may affect your final due date.

Supported Media

• Zip disks • CD • DVD

Also, we can retrieve files from the Internet at either:

- Email: prepress@brandtco.com
- FTP: www.brandtco.com

Sending Files

File Naming

Macintosh file names should not be longer than twenty characters, so it's easier to view the full file names in the directory windows.

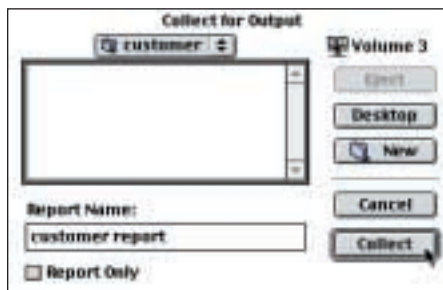
PC file names should not be longer than eight characters, so that they don't get cut off in the translation between PC and Mac.

Collect for Output

In QuarkXpress documents it is best to do a Collect for Output. This grabs all the graphics used and places them along with a copy of the Quark file and a report in one central location.

- First make sure you have all of your art updated and no duplicate names are used; then save.
- Select File>Collect for Output, make a new folder called BRANDT and Collect.
- When it is finished Collecting, import the report text into Quark and print it out. This will be your check sheet and ours. On the report it will list all the fonts used in the document, all the graphics used and any required Xtensions.
- Then double check that all the graphics from the report are in the BRANDT folder. Make a new folder in the BRANDT folder called FONTS and copy all the screen and printer fonts listed on the report into it. If necessary, make a new folder in the BRANDT folder called XTENSION and copy all the Required Xtensions there.

Once all the necessary files are placed in the BRANDT folder, copy it onto the disk. Print the directory window of all the files on the disk and also open the Quark document from the disk and print a laser copy.



Collect for Output window on a Macintosh.

Hard Copy Proofs

Hard copy proofs are a vital part of the proofing process and are necessary in order to ensure the integrity of the final proof. Consequently, you should provide The Brandt Company with the following items for every project:

- A hard copy laser proof. This is used by The Brandt Company to compare to the final proof as a quality control measure. Additionally, it is critical that hard copy proofs are the same version as the supplied electronic files for the purpose of this review process.
- When proofs aren't possible with files that are sent by modem, the client should fax a hard copy proof that is 100% in size or tiled by the laser printer if necessary. Then forward the original hard copy proof to The Brandt Company via courier or overnight delivery.
- Only under emergency situations and upon explicit written instructions from you, should The Brandt Company expedite the processing of the electronic file without a hard copy proof. In this instance, The Brandt Company will output a laser proof copy for a reasonable charge (\$25 to \$50) and the client should accept complete liability for the processed results.

Under circumstances which preclude the client from submitting a hard copy proof, The Brandt Company should:

- Produce a proof from the electronic file;
- Fax that proof to the client for the client's approval;
- Await the return fax of the proof with the client's sign-off; and
- Then and only then process the electronic file, with an additional processing charge associated for this support.

Hard Copy Proof Specifications

Proofs should be 100% in size. Tiling, while it may be necessary, is preferred over off-size proofs because proofs not at 100% size create potential scaling problems. For example, lack of image detail can result in incorrectly sized and positioned images. You should be sure to consider the print area of your laser printers. Some printers have a non-printable border.

Color Proofs

When outputting proofs for a spot or process color project, color proofs are preferred. Color proofs can give The Brandt Company insight into color breaks, the status of imagery (color or black & white), and any potential trapping problems. If you are relying on black & white laser proofs, Grayscale Mode should be used when printing proofs of color pages. Black & white proofs of color pages in QuarkXpress should be printed with Colors as Gray turned on. When black & white proofs are used, you should:

- Print out spot color separations;
- Clearly label all four-color images as 4/C.

Tiled proofs should be complete and taped together as a page or a spread. It is best not to paste proofs to a board.

Handwritten instructions can clarify aspects of a client's proof, making the project more efficient for the client and for The Brandt Company to process. In general, mark up proofs as if they were a tissue overlay of a mechanical or keyline.

Proofing Spot Colors

Fifth or spot colors are to be printed on a separate proof and attached to the top of the composite proof. This lets The Brandt Company know if a color needs to be a spot color or a process tint match. It will also let the client review color definitions to ensure that colors are defined correctly.

Defining Blends and Dégradés

Avoid creating blends between spot colors. It may work on the computer; it probably will not proof or output correctly.

Images

First, you should tell The Brandt Company about any images that appear on the proofs.

- Are they For Position Only scans (FPOs), which the client expects The Brandt Company to replace with scans from The Brandt Company's system?
- Are they Live images such as illustration files or high-resolution scans that should be used for output?

While artwork should always be labeled as either FPO or LIVE, unlabeled desktop scans generally will be treated as LIVE.



To ensure font substitutions do not occur, The Brandt Company requires that you supply all fonts used in your document. We maintain an extensive font library, but we may not have the font used in your file. Since there are many vendors who provide different versions of the same fonts, our fonts may not match yours.

Macintosh users should supply both printer and screen fonts for PostScript fonts or just the Suitcase for True type fonts. If System 10 "d fonts" are used, these fonts should be supplied as well. Fonts are usually located in the System Folder, or in System 10 in the Library/Fonts folder.

PC users should supply the True type font. To access these fonts select Start menu > Settings > Control Panels > Fonts. In the resulting window, select the font you need to supply, then Edit > Copy, finally go to the folder you wish to place the font in and Edit > Paste. In icon view True type has two T's (TT) with a .ttf extension. PostScript Type 1 fonts some have "A" icon and .pfm (screen font) and .pfb (printer font) extensions. Window operators should know about fonts if they are assuming the responsibility of building pages for printing. You should be careful when selecting a style attribute from the Measurements palette, such as Bold Italic, which may not be available as a printer font.



Measurements palette from QuarkXpress

An example of this problem might be selecting Humanist 541 Condensed Bold (which has a corresponding printer font) and applying the italic command at the application level. On screen the font will display as a condensed bold italic. When printed, however, the user will most likely get the condensed bold version with no italics.

Page Building Guidelines

Page clean-up. Avoid cleaning up an area of a page by covering the problem with a white rectangle. The covered area still needs to RIP, potentially causing a printing error.

Reducing (scaling down) Graphics

Avoid reducing graphics by large amounts. This still requires the RIP to process the full extent of the graphic's detail. For a scan, open the image in Photoshop and resample it to the actual size required. For an illustration, open the image and simplify the paths if possible.

Generally, documents should be created at trim size. Allow for a bleed in QuarkXpress, for example, by creating elements at nine points (.125") off the trim side in any bleed direction.

Text Handling and Text Special Effects

Outlines. Text outlines should be created in drawing programs and saved as an EPS file for outline effect. Software used to create this effect should be tested and reviewed by The Brandt Company. To create an outline in FreeHand, Adobe Illustrator, or other object-oriented drawing programs, do the following:

- Set the original text in a text box applying all attributes of kerning, font, point size, leading, horizontal scaling, color, and so on;
- When text is final, save the document for future editing;
- Convert the text to an outline in Illustrator or to paths in FreeHand;
- Save in Illustrator or export in FreeHand. Be sure to include the original FreeHand document when sending such projects to The Brandt Company.

Drop shadows without outlines. Drop shadows can either be created within the page layout program or by using a drawing program that will produce an EPS file. It is very important to note that a shadow be a separate, editable and definable element, which means that clients should be careful not to use the shadow attribute. Using the shadow attribute makes kerning awkward and limits the possibilities of color and offset. The preferred method of creating a simple drop shadow (no outline included) in QuarkXpress is as follows:

- Set the original text in a text box on the pasteboard applying all attributes of kerning, font, point size, leading, horizontal scaling and so on;
- Select "Step and Repeat" to duplicate text at the desired shadow offset;
- Apply color/tint to shadow text;
- Send the shadow text box behind;
- Select original text box and make it transparent by selecting None for color background under the Modify menu;
- Group the two text boxes and position on layout.

Rule and Border (Frame) Specifications

Do not use a predefined hairline width rule in any application. Keep in mind that predefined hairline rules vary in width between different applications and output devices. This is a very imprecise tool, which can become totally unusable when output on a high-resolution device such as an imagesetter. Instead, define hairline width rules as .25 point.

Wherever possible, do *not* use rules to create frames. It's extremely difficult to align rules to create perfect corners. Even though certain sides of frames (such as in the creation of ads) may be bled off the page, it is highly recommended to use frame options within the applications, even if that means that part of the frame bleeds off the page.

Working with Images

Maintaining links. When a file is printed, graphics that have been placed on the page are sent separately to the imagesetter RIP. The page layout program must find the graphic in order to send it.

Page layout programs look in two places for linked graphics. First, they look in the folder in which the layout file resides. Second, they look in the pathname associated with the imported graphic. You must ensure that the file is available in one of these places in order to successfully output the job. Don't change graphic file names. Changing graphic file names once the graphic is placed will break the links. Also, don't have two graphics with the same name placed in the document. If both are sent to the RIP, the first graphic it finds will be the one that it uses for both.

You should restrict desktop scans to single subjects, as opposed to ganged scans (several items scanned as one image). Multiple-subject images increase the size of the electronic document resulting in increased processing and proofing times. If you create a ganged scan, convert it to separate images with a minimum of crop using the cropping tool in an image editing program such as Adobe Photoshop.

Any live computer image files should be supplied in a CMYK format, as opposed to RGB.



Encapsulated Postscript (EPS) Images. Page layout programs treat EPS files as electronic pickups. After placing EPS files in a page layout document, do not rename EPS files. The EPS file name is the link between the page layout document and the EPS file.

QuarkXpress Considerations

It is strongly recommended that the predefined base colors of red, green, and blue be removed from the default color palette of your Quark document, as well as any colors that you may have defined in general or in your template that you did not use in the document. This will greatly speed up processing time.

Spot colors in EPS files. When using a spot or fifth color in an EPS file placed in QuarkXpress, you must define that color in Quark with the

identical name specified in the EPS file. Otherwise, Quark will treat the spot color as a process color. The same is true for the colors used to create duotones, tritones, and quadtones in Adobe Photoshop.

Naming conventions. Note that FreeHand, Illustrator and Photoshop do not use the same naming conventions for Pantone colors that QuarkXPress uses, so you will need to edit the default color names in one of the programs as you create them.

Creating and Defining EPS and TIFF Files

Minimize nesting. Try to minimize the nesting of EPS files. Printing an EPS within an EPS increases the chance that the file will not RIP correctly in PostScript. Generally, if it won't print to a PostScript laser printer, chances are The Brandt Company may have the same or similar problems during production. Nesting EPS files also creates linking problems between applications that may cause unpredictable results.

To get the same results as nesting when using FreeHand, copy and paste from the original FreeHand document to the new document instead of importing the EPS. When using Adobe Illustrator, open and copy illustrations instead of place.

Bitmaps in object-oriented EPS files. Beware that placing scanned subjects (TIFFs, PICTs, etc.) inside an object-oriented EPS file can also sometimes crash the RIP, causing problems similar to nesting EPS files. If this hinders a needed effect, contact The Brandt Company's Electronic Prepress Manager or Customer Service Representative (CSR) for a work-around or a test.

Avoid ganging images. Avoid ganging images and cropping in QuarkXPress or PageMaker. Restrict object-oriented EPS illustration files to single subjects. In other words, avoid having several illustrations in one EPS file that are usually viewed in individual QuarkXPress or PageMaker graphic boxes or windows. For example, multiple logos should be individually cropped rather than grouped in one EPS file for use in layouts. PostScript RIPs (both in laser printers and supplier's high-resolution imagesetters) process the entire EPS file even though

only a small part is showing through the cropped windows. This results in huge productivity losses and possible additional charges to process the file.

Adobe Photoshop Considerations

When clients do the task of scanning in images and supplying us with electronic files, they are taking responsibility for the quality of the printed reproduction. Because The Brandt Company may have higher quality monitors, calibration tools, and proofing devices, clients may wish to arrange for The Brandt Company to color correct images they manipulated for special effects.

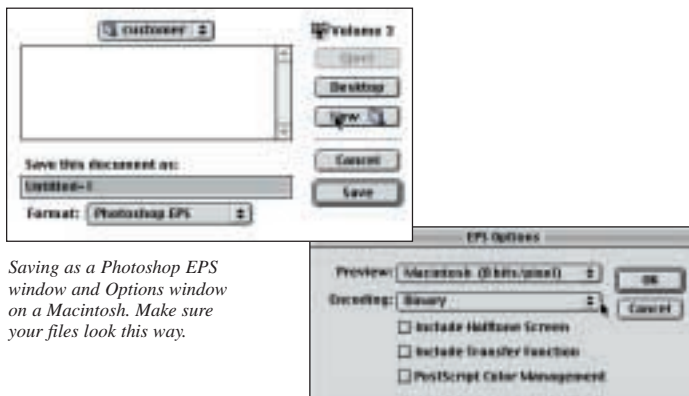
- The Brandt Company should be able to provide a proof of the high-resolution continuous-tone images that clients have modified on the desktop. All customer image manipulation should be completed and submitted with the final electronic file;
- Mark this image on the hard copy proof as LIVE.

Live effects in Adobe Photoshop can be created, but be aware of some common problems:

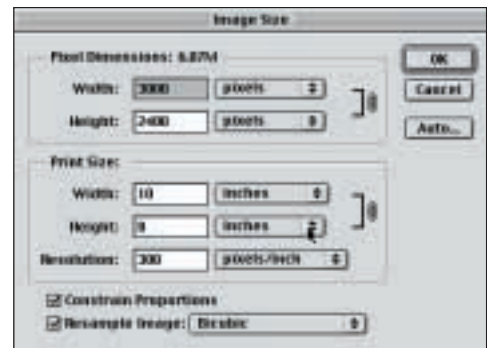
- When an Illustrator/FreeHand EPS file is opened and saved in Photoshop, it is converted from an object-oriented image to a scan-like bitmap image. It will no longer self-silo over pictures or maintain hard, clean edges on the page;
- Adobe Photoshop-created drop shadows cannot be combined with underlying images in QuarkXPress to darken the underlying images as though they were covered by a shadow;
- Soft shadows on top of a background scan require retouching/merging of the shadow and the background images on the live scan;
- Always test the output well before a deadline if you nest an Adobe Photoshop-created EPS within graphics created in Adobe Illustrator or FreeHand. Sometimes nesting will work, but it can cause output problems.

• Quick Reference of Various Photoshop and Illustrator Windows •

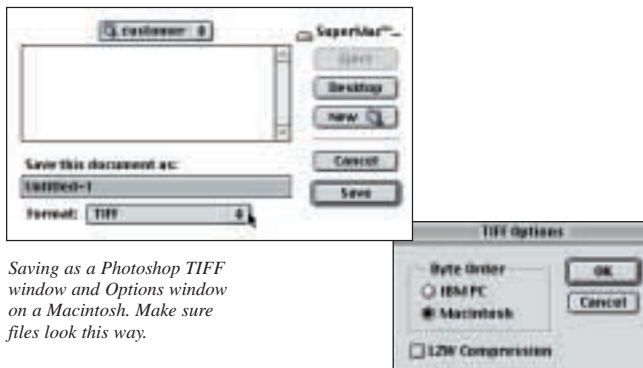
Photoshop Windows



Saving as a Photoshop EPS window and Options window on a Macintosh. Make sure your files look this way.



Photoshop Image Size window on a Macintosh. Make sure your file is scanned in at 300 resolution with pixels/inches increment.



Saving as a Photoshop TIFF window and Options window on a Macintosh. Make sure files look this way.

Illustrator Window



Saving as an Illustrator EPS window on a Macintosh.

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