

File Expectations

Expectations for supplied Application Files

- Clear instructions should be sent along with detailed visuals. Ideally, each *effect* should be supplied as a separate overlay visual.
- In order to allow for the creation of all special effects, any requested color corrections, and the ability to fix common mistakes as well as any changes deemed necessary, editable files are preferred. Ideally, art should not be embedded in any program file. If Photoshop files are supplied, they should be layered and should contain each named effect as a separate layer. Alpha or spot channels should be created and named according to the effect or color they represent.
- When using editable Photoshop text layers (preferred over rasterized), all fonts should be provided. Do not use faux styles (bold, italic, etc.) when typesetting in Photoshop since fonts with these faux styles cannot be included in vector data.
- When using layer “styles” such as bevel and emboss applied to text, indicate if these styles are to print or if they only represent the finished effect, such as a foiled title with embossing.
- When supplying effects as separate files, be sure that they all align with each other. All Photoshop files should have the same canvas size and the image coordinates, scale, rotation, etc. should match up when placed.
- Preflight all files before submitting and avoid all of the “common” mistakes (see last page).

Expectations for supplied PDF Files

- When supplying a single PDF, the effects should be separated as additional pages (single page PDF's are accepted but not preferred). All pages should be the same size and all effects should align to each other as well as the four-color elements. Each effect should be colored black only and each page should be labeled according to the effect it represents.
- If the effects are represented as spot colors, rename the spot colors to represent the effects. Never represent any four-color elements as spot colors.
- When supplying a PDF, all files should be set up according to print order. If the cover prints first and the foil prints second, the foiled elements should more likely not knock out the four-color elements (due to registration). If you are not sure that your files are set up correctly, it is suggested that the application files also be sent (*see previous page for supplied application file expectations*).
- If PDFs are to be used for printing, preflight them before submitting and avoid the applicable common mistakes (see next page).

Most Common Problems Associated with Supplied Electronic Files

- Missing or Incorrect Fonts
- Incorrect Trapping or use of Black
- Incorrect Color or File Format
- No Layered Art Supplied
- No Trim Box or Inaccurate Trim Box
- No Trim or Fold Marks Provided
- Incorrectly Positioned Trim or Fold Marks
- Missing or Incorrect Links
- Insufficient Bleeds
- No Accurate Proofs or Essential Instructions
- Effective Resolutions Below 300 DPI