

# ELECTRONIC FILE PREPARATION

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Trade Show Displays  
and Exhibit Services

- 1) **APPLICATIONS SUPPORTED:** Mac or Windows versions of Quark Xpress 4.1, Freehand 9, Illustrator 9 or Photoshop 6 (or lower) are preferred. Mac Pagemaker 6.5 or Windows Corel 9 are accepted but not recommended. PowerPoint, Publisher or any of the Word or Write programs are not suited for large format output. (Text copy can be submitted in Word format for us to place in our layouts).
  - 2) **DOCUMENT SETUP:** Final trim sizes of your printed pieces are the sizes you should use for your page size. Set up your bleed for 1/4" all around. Each piece should have its own separate file or page.

**The exception are Photomurals:** Set up file according to instructions provided for the type and size of your display.

Programs like Quark have a limited artboard size, therefore large murals or headers can be created at 1/4 or 1/2 scale only (Do not use 1/3 scale). *VIEW FILE AT FULL SIZE* or *ZOOM IN* for accurate placement and alignment of elements. Viewing a file at "fit to screen" is misleading and any gaps or misalignments will be quite evident when printed.
  - 3) **BITMAP IMAGES:** RGB & EPS format is preferred.

**Scanning:** Photos and original art must be scanned in RGB at final output size at 100-150 ppi (not less than 75ppi). Poor quality photos or original art will deteriorate when enlarged. Images upsampled from lower resolution scans will look pixelated when printed. Viewing the image in Photoshop at PRINT size will give you a good indication of the print quality. Always clean up scans at full size - every flaw or piece of lint will show when it is printed. Save files as RGB.eps (PC or Mac) - Binary format - check Postscript Color Management but not halftone screens or transfer function.

**Existing CMYK images:** Do not convert back to RGB or color information will be lost. CMYK can be saved as EPS or TIFF (uncompressed). JPG, BMP or GIF formats are unreliable.
  - 4) **VECTOR IMAGES:** Do not embed or nest bitmap images into vector files. Convert type to curves if these vector images are to be placed into another layout file. Limit the complexity of paths, fills and gradients to ensure smooth ripping of files. Illustrator color mode should be CMYK.
  - 5) **WEB EFFECTS:** The new web effects such as transparency or shadows in some layout programs will not rip properly. Create special effects in Photoshop and then place into layout programs.
  - 6) **FONTS:** You may use Type 1 (provide both screen and printer files) or True Type fonts (provide file) but do not use both in the same file. All EPS files (such as logos) that are placed into your layout should have their fonts converted to outlines first. Collect for output does not always pick up on these hidden fonts and may be forgotten. Do not use fonts created in Fontographer - they will not RIP properly.
  - 7) **LINKED FILES:** All placed or imported files must be linked and sent along with layout files. **DO NOT EMBED.**
  - 8) **COLOR MATCHING:** We make every effort to give the best color reproduction. We will try to match colors as close as possible within the limitations of our printer's color range. For an additional charge, we will match and run color strips for client approval. If waived, we are not responsible for color shifts. Please supply Pantone numbers, swatches or match prints. We cannot guarantee color consistency of additional runs of graphics at a later date.
  - 9) **COLOR CONSISTENCY:** Colors rarely match between file formats. For example, placing a logo using Pantone 185c created in one program such as Photoshop or Illustrator may not match the layout program's Pantone 185c.

**Best scenario for color consistency:**

*Freehand or Illustrator:* Create entire graphic including vector elements such as logos in Freehand (RGB) or Illustrator (CMYK) and only import Photoshop EPS files of continuous tone images such as photos. Use spot color and select from Pantone coated swatches

*Photoshop:* Create entire graphic in Photoshop - RGB mode - EPS format. Include the layered Photoshop file and font files in case elements need to be color adjusted.

*Quark:* RGB Pantone coated spot colors of Vector EPS files created in Freehand *WILL* match the RGB Pantone coated spot colors chosen from Quark swatches. Import only Photoshop EPS files of continuous tone images such as photos.

**Note:** If you place a bitmap image into a layout program and want to continue some of its color to a larger area - DON'T. They will not match. For example, if you have a 2x2 bitmap image that has a black background and you place it into a 8x10 layout program and fill the background black you will end up with 2 different blacks. The differences may not show on the screen or your proof printer but it will be noticeable on the final print. The alternatives are to: 1. create a clipping path for the image and place it on a color background in the layout program, or 2. adjust the size of the image to the full size of the final layout and fill in the background in the imaging program.

**Black color:** For a richer black, do not use the default black. Create a black that is "25c 25m 25y 100k" (Backlit graphics - use 100c 100m 100y 100k. Large areas of black should be avoided as they will not appear totally opaque)
  - 10) **MEDIA:** We accept MAC or PC formatted CDs, Zip 100, Jazz 1 or 2 gig, floppies. Be sure to test your newly copied disks by opening each file on that disk to ensure it has not been corrupted. Unreadable disks or damaged files will delay production. Provide an index of the disk's contents and indicate which files are the print files. **DO NOT SEND US YOUR ONLY COPY OF ANYTHING.**
  - 11) **PROOFS:** Final color proof copy must accompany the electronic files and must have a client signature for approval to print. It is then assumed that these client supplied files are final and ready for output. We will compare the digital file with the proof copy for completeness. We will notify you of any missing fonts, files, etc. Files received without a signed proof copy are assumed to be unapproved. We will then provide the client with a PDF digital proof (minimum 1 hour workstation charge) of which the client will need to print out, sign and fax back to us before printing can proceed.
  - 12) **PRODUCTION TIME:** Normal production time is 4 working days from receipt of complete and approved electronic files. Rush charges will be applied for shorter turnaround times.
- FINALLY:**  
Please feel free to call us in the Graphics Department at Extension 16 if you have any questions or need help in preparing your files for output.