

Nightwind Creative

Publication & Website Design / Printing Services

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File Submittal Guidelines for Process (4-color) Printing

General Guidelines

Quark XPress Macintosh files are preferred. Mac Pagemaker is also acceptable. Illustrator or Freehand or CorelDraw files should have all fonts outlined, eliminating any font information. They should then be saved or exported as EPS files. You may use these EPS files for layout or place them in Pagemaker or Quark.

E-mail files (if under 5 megs total) to roonz@nightwindcreative.com.

FTP files to:

<ftp.nightwindcreative.com>

no user or password is needed

Be sure and send an e-mail at the same time, explaining what the files are to be used for.

Mail CDs to 57 Dominga Ave., Fairfax, CA 94930. CDs must be Macintosh compatible.

Windows Files

Windows files are not accepted for printing except in special circumstances (must be discussed beforehand). Export your designs as PDF files (this may require you purchasing Adobe Acrobat Distiller). They must be high resolution with fonts embedded. Contact me first, as I will provide you with a specific set of PDF parameters that the printer on your job wants you to use. PDF files cannot be flight-checked by Nightwind and may take longer for prepress to verify if they are print ready. If there are any problems with them, they may incur additional charges and extend the delivery date of your job.

Layout

Set your page layout program's page size to the actual size of the finished document (not including bleeds). Bleeds must extend 1/16" off the document on business cards, and 1/8" on all other kinds of jobs. Include all sides or pages of the printed piece in one document, each side on its own page. InDesign is preferred. PDF are also fine, but as stated above, cannot be flight-checked.

Fonts

Include all fonts used in the job. Include even common fonts, such as Helvetica, just in case your version is different than the version that the printer has. **Do not use Truetype fonts. Do not style fonts.** Select the bold or italic face directly. OpenType fonts are preferred. **Do not use Multiple Master fonts.** Avoid using Photoshop for type. Bitmapped files with text or line art must be saved as EPS or TIFF and be a minimum of 800 dpi (ppi) at the size to be printed, and may still appear somewhat blurry when printed.

Colors

Colors should be specified as process (not spot) CMYK. Colors specified as PMS or RGB will be converted to the closest CMYK equivalent (sometimes this is not a close match), and may incur extra charges and delay the job. Do not use spot colors.

Imported Graphics

Color photos should be scanned at 300 dpi (ppi) at 100% of printing size, and saved as **CMYK** EPS or TIFF files. TIFF files should not be compressed. Black and White photos should be scanned at 300 dpi (ppi) at 100% of printing size, and saved as grayscale EPS or TIFF files. **Do not apply halftoning to images.**

Bitmap images (any image created in Photoshop, not just those saved as "Bitmaps") should be saved in either EPS or TIFF format, **without compression** at 300 dpi (or ppi) and sized at 100% of the size used in the Quark or Pagemaker document. In Quark, all placed TIFF images should be given a white background. Crop all images in Photoshop before importing into Pagemaker or Quark. Do not use JPEG, PNG, GIF or any other formats except for EPS and TIFF.

In illustration programs (Illustrator, Freehand, CorelDraw) be sure to create colors in CMYK. Colors created in Quark or Pagemaker must have the same CMYK formula to match those created in illustration programs.

Do not nestle graphics.

Do not place graphics into illustration programs, and then place the illustration file into InDesign (or into itself).