

## General CL File Standards

- **INFORMATION:**

Information should be supplied to allow for the Document to be built to correct size. Check folds and panel sizes. Pagination should be confirmed with layout.

- **COLOR:**

Color space should be CMYK or CMYK and Spot or Spot Colors.  
*Color spaces to avoid- RGB & LAB*

- **LINKS:**

All necessary Links should be supplied.  
Image resolution for Color & Grayscale should be a minimum of 300 DPI.  
1 Bit Image should be a minimum of 600 DPI

- **FONTS**

All necessary Fonts should be supplied. (*OTF Fonts preferred*)  
Type 1 fonts should have Printer & Screen Fonts supplied.  
*Font Types to avoid-Multiple Master Fonts & Protected Fonts.*

Minimum Font size: 7pt Limit to text with multiple inks/white/KO  
Larger font sizes should be used for fine type faces and or use bold type faces to allow for register on press.

- **STROKES**

Minimum Stroke weight 0.25pt  
(Especially for KO/light colored rules this should be taken into consideration)

- **BLEEDS**

Documents must have 1/8" bleeds or 1/4" bleeds when necessary for outside vendors.  
Be sure color/image fills entire bleed area all sides of document.

- **PRINT SAFETY**

Print Safety suggested 1/4" from trims / folds.  
Live art & copy Must be 1/8" from trims.

- **FOLDOVERS**


Card/Booklet/Gatefold/Calendar Cover Designs should be supplied with necessary foldover amounts.  
Typically Foldovers are 1/16". Glitter and Foil should stop at fold.

- **ITEMS NOT USED OR NOT NEEDED:**

Remove extraneous items not used but still on the pasteboard.  
Remove unused swatches.

- **DRILL HOLES:**

Drill Hole Standard: 3/16" round and 3/16" up or down from final trims.

FPO Drill Holes should have "FPO" copy within Drill Hole  to assist account manager.

## **EMBELLISHMENTS: DIELINES, GLITTER, FOILS AND EMBOSS**

*Dielines, Glitter, Foils and Emboss should be on their own layers in documents and set as FPO Spot Colors.*

*Multi Level Emboss should be separated or specified as such.*

- **GLITTER AND FOILS:**

The files that will be provided to the vendor should be a **solid fill Vector data file**.

This includes fonts. Fonts must be converted to outlines.

- **Items to watch out for are:** Halftone or a bitmap image that have screen dots or bit mapped edges.
- **Exceptions:** Glitter can have a bit mapped edge but needs a solid fill. (It is basically a varnish with glitter in it. It does not have to have a clearly defined edge as a Foil stamp does).  
*However, a halftone or dithered bitmap fill will not work.*

- **Solutions:** Convert a halftone or bitmap using **Live Trace in illustrator**.

The steps would be:

1. Convert the image to a vector file and replace the raster file in Indesign.
2. Make a PDF of the foil or glitter layer. If it has fonts that need to be converted you can do this by sending the PDF over to the Epson with convert fonts to outline checked on. (*CL Prepress Production will take care of doing this.*) This PDF is the PDF to send to Mike Newman.

- **EMBOSSING:**

There are basically 2 ways of making an Emboss file - Electronically or Hand Carved/Sculptured.

- **TYPES OF EMBOSSING:**

**Single Level:** preferred is a solid fill Vector file. (A Hi Res Raster with a well defined edge can be used)

**Multi Level:** preferred is a solid fill Vector file. (A Hi Res Raster with a well defined edge can be used). Each level should be a separate file OR a combined file with each level a different spot color. (The vendor needs the information as to the height of each layer)

Both of these styles should be Vector data files. They can be made with the same method as Glitter and Foils.

**Hand Sculptured Emboss:** As it sounds this style is made by hand. The file we send only needs to be a B/W halftone (for FPO only). The designer can send information as to how they want it embossed, but if not, then the engraver will do what they think looks best.

- **DIE CUT:**

Again the preferred file to send is a Vector file. However, a good B/W bitmap file can also be sent.

## **SUMMARY:**

With the exception of Hand Sculptured embossing, the preferred file of the vendor is a **Vector file**.

If we receive a bitmap file, we may be able to convert it to a vector file using Live Trace very quickly.

One thing to keep in mind... we often look at a file enlarged on the screen and see rough edges but in the end these edges may be so small that they would not be visible in the final product.

The order of importance for smooth edges is Foil Stamping first, then Glitter, and most forgiving is Embossing.