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General Guidelines

When supplying digital files, following these guidelines will limit the likelihood of problems, resulting in fewer delays and/or additional charges.

Digital File Delivery Methods

1. Can be submitted on, CD, DVD, Iomega Zip Disk (100MB or 250MB)
2. Files can also be transferred through our FTP site at ftp.victorgraphics.com
3. Finally files can also be submitted using our InSite file proofing and upload system.

Please contact the CSR assigned to you for an FTP user name and password. After logging in a window will open and there will be folders named according to the customer service representative you have been appointed. Navigate to the customer services representative folder. Create a new folder with the name of your company. Please include all PDF files, high resolution graphic files and any fonts used in document. Please make sure that you compress all font files prior to sending to Victor Graphics. For information on using our InSite file proofing system please contact your CSR.

General File Prep:

1. Victor Graphics accepts PDF files for text files, & Application files for covers.

PDF files of covers may also be submitted providing that the file has the correct spine bulk. Victor Graphics may not be able to adjust the bulk width on PDF files. Victor Graphics can not accept a PDF text file set up as spreads or facing pages.

2. Send only the files needed for output, do not send FPO or low-res placement files.
3. Clearly identify all disks and their contents by project name & by a printed directory of all disks when able.
4. Organize all files into three separate sub-folders named: Text, Images, & PDF or Application files.
5. All PDF files must have all fonts used in document embedded; Victor Graphics can not substitute un-embedded fonts.
6. We require that all fonts used in your application document files be submitted along with your files for output.

There should be only one Fonts folder containing all suitcases, screen fonts and printer fonts. Victor Graphics can not guarantee exact output without having the same exact fonts used in your files. Compress all final font files before sending using Win Zip or Stuffit applications.

7. The document size should match the final trim size of the document.
8. All bleeds must be 1/8" (A bleeding edge is any edge where the ink will run off the paper.)
9. All critical copy should be at least 1/4" from the final trim to avoid being trimmed off.
10. Keep file names simple. Name all files less than 23 characters. Do not use ([\^+=<>:;"]) or spaces. Use underscores to separate names. Also make sure that no 2 files have the same name, duplicate file may cause file errors.
11. All specified colors must not exceed a total value of 300%. (That is the total percent of C+M+Y+K when added)

If you would like to create a "Rich Black", use the formula: C=60% M=40% Y=20% K=100%

12. Lasers of all copy and cover should be submitted with files.
13. All images should be at least 300dpi & in CMYK or Grayscale mode.
14. All graphics and images used must be included in file submission.

Operating Systems:

Macintosh OS9.x, OS10.x; Microsoft Windows 98, 2000, and XP.

Software Applications:

Victor Graphics supports the latest versions of the following software;

Quark XPress, Adobe InDesign, Adobe Illustrator, Adobe Photoshop

Pagemaker 6.5, we can only accept .pdf file from this application.

Macromedia Freehand 9.x, we can only accept .eps files from this application

Corel, we can accept the file as long as it is exported in .eps format.

Please note that Victor Graphics Does NOT accept any file or files created in the Microsoft Office Suite or Publisher.

File Formats:

PDF:

Versions 1.3, 1.4, 1.5(with no transparency). Text PDF's should be combined into one file when possible. PDF's should be created as oversized so page marks and bleed information remain visibly contained within PDF crop box.

EPS:

EPS files should be saved as PostScript Level 3 EPS files with all fonts embedded. Adobe Illustrator files can be left in native application format when placed in a Adobe InDesign document. Make sure not to nest EPS files within an EPS file.

TIFF:

Raster files should be saved in TIFF format. TIFF is a non-lossy format and will not degrade image quality. TIFF's can be optionally saved with LZW compression. Photoshop files can be left in native format when placed in InDesign documents.

JPEG:

Images saved as JPEG can be processed with no problem, however for best print maximum quality/minimal level of compression should be selected. TIFF is a preferred raster graphic format.

PostScript:

PostScript files are acceptable. All fonts and graphic information must be embedded in the files. A device independent PPD (Adobe's Distiller PPD) should be used to generate PostScript files.

Fonts:

Type 1:

Type 1 is our preferred font format. Do not menu-style Type 1 fonts, instead use that specific font (i.e. HelveticaBold, instead of bolding plain Helvetica from a type menu).

TrueType:

TrueType fonts cause no problems unless both Type 1 and TrueType variants of the same font are used in the document.

OpenType:

OpenType is a cross platform font developed by Adobe and Microsoft. A system utilizing these fonts should be correctly configured with ATM Light or Deluxe. If your system supports open type fonts, (MAC OSX, Windows 2000, XP) then ATM should not be installed. Please visit Adobe's website for more information.

Composite/CID:

Composite fonts can be processed. Adobe InDesign converts fonts to CID when using its PDF export feature.

Color Spaces:

- All 4 color images must be in CMYK mode, NO RGB or INDEX color should be used. Images converted to CMYK will have tonal differences than the original. RGB text converted will create screens in fonts.
- If your file contains spot color, be sure to designate it as such. Be sure that any use of that color references the color of the exact same name. Example: PMS 124C is not the same color as PMS 124CVU.
- A "Rich Black" color may be used to avoid a washed out appearance whenever large fonts, graphics, boxes or backgrounds are to print as black. Use the formula (C=60% M=40% Y=20% K=100%) to create a "Rich Black". Any specified color must not exceed a total tonal value of 300% that is the total of the percentage of each color when added.
- Spot color blends and gradients (also called vignettes) should transition from 100% to 3% min. dot. If color is faded to 0% color banding and hard lining may occur in the final printing.
- All Barcodes should be set to 100% black only, not CMYK.

Images:

- All graphics and images used must be included when submitting your files
- Minimum resolution should be no smaller than 300 dpi.
- Continuous tone images should range from 90% at the images darkest point to 3% at its lightest point.

High Resolution images should always be used. Grayscale and color images should be at least 300dpi. Low resolution images may appear fine on screen but will print with a blocky or stepped appearance. Images with an original low resolution converted to a high resolution using an application program, will produce a poor results. The images will appear blurred and will lose most of its detail and sharpness.

Page Layout:

- Document size should be equal to the final trim size of the book.
- Page size dimensions should be input as .5 larger than document trim size. This will allow for an oversized PDF which will show all page marks and bleeds.
- Registration, crop, and center marks should be incorporated with an offset of 12pts.
- Elements not intended for bleed should be positioned at least .25 from the trimmed edge.
- Spine Bulk- Please contact your CSR for assistance in calculating the exact spine bulk measurement.
- All jobs submitted requiring Tabs must be set to bleed .125 beyond trim. Tabs with type must be a minimum of .125 within final trim size of the document.
- Text size should be 4pt. minimum Avoid coloring less than 13pt. text with more than one color.
- Line weight should not measure less than .25pt in order for us to hold on press.
- When trapping, white/reverse text and objects must be specified as knock-out. Black text and lines must be set to overprint.
- Objects intended to bleed should cross document boundaries, and bleed values must be .125 minimum.
- Page spread format is the preferred design method for covers. Single Page cover format is acceptable as long as no elements or objects cross between any 2 covers and spine.
- A line screen of 150lpi is used for coated stock and 133lpi for uncoated stocks.

The requirements listed here are general guidelines. There may be special circumstances or requirements for each job. Please contact your CSR with any questions. We will try to accommodate your special needs in any way necessary. It is required that a price estimate be requested before proceeding with any additional work or file manipulation. Test files may be submitted before starting a new project. We can check the files and make you aware of any possible problems.

The Victor Graphics team is looking forward to working with you and your company!.