

Checklist for File Preparation and Sending

Color Modes

- **Is your file printing in 4 color process?** If so, all art files should be setup in a CMYK color mode. Any RGB artwork will need to be converted to CMYK prior to sending. **Ensure all black text or graphics are not built with CMYK values. Building solid blacks can cause registration issues. Only use built blacks when rich black is being offset printed.**
- **Is your file printing in grayscale?** If so, all artwork needs to be converted to black with screens where necessary. Make sure screens do not go below 5%.
- **Is your file printing with spot colors?** If so, please make sure all colors are *not* set to process. Please advise when special mixes are used.

▲ TIP

An easy way to check and convert your files to the proper print environment is by using one of the following profiles in Adobe Acrobat's preflight panel.

Digital printing (color)

Edit...

Optimizes the current PDF document for digital printing. Converts all colors - including spot colors - to CMYK.

Digital printing (B/W)

Edit...

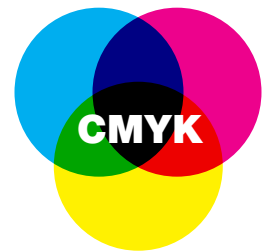
Optimizes the current PDF document for digital printing. Converts all colors - including spot colors - to grayscale.

List spot color objects

Edit...

Reports all spot color objects. Note: This profile does not report objects using Separation color spaces Cyan, Magenta, Yellow, Black, All or None.

Color Mode Diagrams



▲ CAUTION

Use the following percentages for black. Choose either Rich Black or Spot Black for any of your offset printing, but only use Process Black when digital printing is needed.

PROCESS BLACK

BLACK ONLY - 100%
(OFFSET OR DIGITAL)

RICH BLACK

CYAN - 30% BLACK - 100%
(OFFSET ONLY)

SPOT BLACK

PANTONE BLACK
(OFFSET ONLY)

For information on how to preflight in Adobe InDesign, go to: <http://goo.gl/eawn5>

For more information on how to preflight in Adobe Acrobat, go to: <http://goo.gl/RkLqs>

For information on how to create job jackets in Quark Xpress, go to: <http://goo.gl/05N3v>

For information on how to change color modes in Adobe Photoshop, go to: <http://goo.gl/yOG4D>

Checklist for File Preparation and Sending

Fonts

- **Are you sending a print ready pdf file?** If so, please embedded all fonts. Turn any fonts that will not embed due to permission issues to outlines in your source file before exporting to pdf.
- **Are you sending fonts with source files and images?** If so, package all fonts and ensure that they are compressed to avoid corruption during transmission. *It's important to make sure that fonts supplied have the proper license for submitting to a service bureau. If the license does not include this type of permission, you may need to purchase an additional or special license before submitting. Contact your font foundry for any questions on their copyrights.*
- **Are you fonts validated?** Checking for font validation reduces the chances of sending corrupt fonts. There are different steps to validate depending on your operating system.

Windows XP and Vista Font Validation

- 1 Locate the Fonts folder in the "Windows" folder on your "C" drive.
- 2 Turn on "Details" under the "View" menu (if not already active).
- 3 If any fonts show a size of "0", these are corrupt.

– OR –

- 1 Download, Install and Open the Font Validator from Microsoft Typography <http://goo.gl/cpkEo>
- 2 Click "Add" button and select the fonts you want to validate. These fonts can not be installed prior to this step.
- 3 Select the font tests on the "Table Tests" tab or use the default settings.
- 4 To run the test, click on the red check-mark button. This will return what fonts have passed and failed. Some may pass with issues. These may still cause issues when sent. Please convert any problem fonts to outlines prior to sending.

Mac OS X Font Validation

- 1 Launch your Font Book application.
- 2 Select any font or multiple fonts by holding the "Command" button as you click the name.
- 3 Open the "File" menu and choose "Validate Fonts". If the validation windows shows a check, your font is valid.

Font Formats Accepted

True Type: *.ttf* & *.tte* (for PC) *.ttf* & *.dfont* (for Mac)

Open Type: *.otf* (both PC & Mac)

Postscript: *.pfb*, *.pfm* (for PC Only - need both printer and screen font)

For information on how to embed fonts into Adobe Acrobat, go to: <http://goo.gl/Pnxel>

For information on how to validate fonts, go to: <http://goo.gl/C1SCH>

For information on how to turn fonts to outlines by flattening transparency in Adobe InDesign, go to: <http://goo.gl/sk0v6>

For information on how to turn fonts to outlines in Adobe Illustrator, go to: <http://goo.gl/b7DLA>

For information on how to turn fonts to outlines in Quark Xpress, go to: <http://goo.gl/Dwgpa>